

10 PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 25-31, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49	18- W/CH	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	12- 17	12- 17	TOT. 2- 6	TOT. 6- 11		
#STNS	CVG%	TYPE			%	%		(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING																												
A DIFFERENT WORLD(R)					A	24.5	38	2171	1804	346	288	98	829	330	527	450	340	259	462	188	292	263	199	135	211	114	302	190
THU 8.30P 30 NBC 5					B	25.0	39	2213	1878	370	307	98	866	326	542	475	362	271	499	209	328	283	211	141	211	114	303	197
209 99 CS 17					C	25.3	41	2245	1819	364	302	98	853	332	533	465	349	266	494	205	321	286	213	138	197	109	275	177
ABC THURSDAY NIGHT MOVIE(R)					A	9.6	15	851	1624	257	204	90	629	224	435	381	308	152	734	315	517	484	329	165	140	40^	120	78
THU 8.30P 150 ABC 5					B	8.1	14	722	1654	260	205	78	669	224	416	369	318	215	710	272	470	438	342	186	132	50	143	82
207 99 FF 16					C	8.9	15	793	1658	279	215	73	718	222	415	379	351	260	655	239	411	380	313	192	125	53	159	102
LIVE & LET DIE					A	7.9	12	700	1649	264	191	80^	716	235	430	391	329	234	687	293	487	445	303	158	89^	34^	156	105
8.30 - 9.00					A	9.9	15	877	1634	274	213	94	663	240	456	406	318	161	701	292	481	452	306	178	130	40^	140	96
9.00 - 9.30					A	9.3	14	824	1616	257	202	94	619	213	428	372	313	145	745	320	523	480	322	181	148	40^	104	71^
9.30 - 10.00					A	10.6	17	939	1611	245	205	94	582	215	425	364	294	122	750	337	539	507	335	151	164	46^	115	67^
10.00 - 10.30					A	10.3	18	913	1615	247	207	85	587	219	434	375	290	120	777	326	544	525	371	158	156	40^	94	60^
10.30 - 11.00					A	2.5	4	222	1650	138^	108^	100^	399	241^	351	266^	154^	15^	636	354	536	430	268^	56^	290	127^	324	228^
ADVENTURES-BEANS BAXTER(R)					B	2.2	4	197	1781	230	206	72^	485	270	403	328	182	61^	585	339	509	403	220	48^	259	106^	452	336
SAT 9.00P 30 FOX 5					C	2.2	4	195	1749	244	208	68^	501	243	392	327	228	84^	558	292	437	353	215	88^	304	142	387	274
116 81 CS 14					A	17.4	25	1542	1959	313	261	88	760	285	481	440	327	235	537	248	395	336	238	114	234	88	427	269
ALF					A	17.4	25	1542	1959	313	261	88	760	285	481	440	327	235	537	248	395	336	238	114	234	88	427	269
MON 8.00P 30 NBC 5																												
204 99 CS 17																												
AMEN(R)																												
SAT 9.30P 30 NBC 4																												
203 99 CS 16																												
AMERICAN MUSIC AWARDS(S)																												
MON 8.00P 181 ABC 5																												
215 99 AC 5																												
8.00P 60																												
& 10.19P 121																												
8.00 - 8.30																												
8.30 - 9.00																												
10.00 - 10.30																												
10.30 - 11.00																												
11.00 - 11.30																												
11.30 - 12.00																												
12.00 - 12.30																												
BEVERLY HILL'S BUNTZ SPEC(S)																												
WED 9.30P 30 NBC 5																												
202 99 CS 5																												
BILL COSBY SHOW(R)																												
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



### PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 25-31, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																		
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN																		
									PERS	WOMEN	LOH 18-49	18-49 W/CH	18-34	18-49	25-34	35-44	45-54	55+	18-34	18-49	25-34	35-44	45-54	55+	TOT. 12-17	FEM. 12-17	TOT. 2-11	TOT. 6-11															
																							(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	12-17	12-17	2-11	6-11
EVENING CONT'D																																											
DUET(R)-CONT'D																																											
SUN	9.30P	30	FOX	5	B	2.8	4	252	1582	349	302	89A	703	381	538	448	268	140	590	356	481	351	202	83A	169	89A	121A	72A															
	116	87	CS	15	C	2.8	4	247	1676	345	310	82A	672	377	537	426	250	113	628	356	522	407	239	82A	211	124	165	105A															
DYNASTY																																											
WED	10.00P	60	ABC	5	B	14.4	26	1276	1490	307	248	98	879	275	503	458	384	328	424	180	257	213	166	139	86	58	101	65															
	214	99	GD	16	C	14.5	25	1281	1570	340	278	95	886	305	510	447	370	332	460	198	285	227	179	149	107	67	118	68															
	10.00 - 10.30				A	14.5	25	1286	1562	344	279	91	883	297	496	446	370	341	456	183	277	245	192	146	103	63	119	75															
	10.30 - 11.00				A	14.2	25	1258	1504	307	248	99	869	278	495	453	374	325	423	184	261	212	163	135	90	59	122	78															
					A	14.5	27	1285	1487	309	249	98	894	274	514	466	397	333	428	178	254	216	170	143	83	57	81	51															
EQUALIZER																																											
WED	10.00P	60	CBS	4	A	13.4	24	1187	1565	302	227	58	766	176	406	393	425	313	642	197	351	347	317	237	73	33A	84	47A															
	206	98	PD	15	B	12.5	21	1104	1572	283	208	65	760	206	409	378	386	310	659	180	363	342	346	249	76	33	76	39															
	10.00 - 10.30				C	12.8	22	1138	1581	273	187	65	749	196	393	384	389	304	670	191	372	361	355	246	85	36	77	39															
	10.30 - 11.00				A	13.7	24	1214	1564	311	239	60	764	174	412	401	427	304	629	195	348	347	308	226	77	34A	94	54															
					A	13.2	25	1170	1555	290	213	55	763	177	396	383	419	321	651	197	351	345	324	247	69	31A	72	39A															
FACTS OF LIFE																																											
SAT	8.00P	30	NBC	5	A	14.4	24	1276	1693	306	243	96	835	294	436	364	284	353	413	134	221	205	166	162	176	113	269	196															
	200	99	CS	16	B	15.0	25	1331	1761	310	255	92	832	284	448	379	303	340	475	172	284	251	199	162	182	111	272	187															
					C	14.9	27	1322	1737	308	245	78	844	266	436	384	320	362	460	160	262	237	194	167	168	108	265	174															
FAMILY TIES(R)																																											
SUN	8.00P	30	NBC	5	A	11.8	17	1045	1725	334	259	96	760	370	518	427	294	185	376	197	289	208	145	73	237	163	352	242															
	202	99	CS	20	B	18.2	26	1611	1865	388	319	104	828	367	566	485	337	212	579	269	415	369	251	121	189	111	270	180															
					C	19.5	29	1729	1911	383	329	102	798	371	570	482	321	183	591	288	442	380	250	106	217	119	305	207															
48 HOURS																																											
TUE	8.00P	60	CBS	2	A	11.0	16	975	1573	280	195	52A	744	174	359	387	362	317	633	183	347	329	338	230	62A	21A	134	85															
	208	99	DN	2	B	11.6	17	1023	1585	277	203	69	778	201	398	410	375	312	610	188	346	334	305	216	63	21A	133	86															
					C	11.6	17	1023	1585	277	203	69	778	201	398	410	375	312	610	188	346	334	305	216	63	21A	133	86															
LAS VEGAS																																											
	8.00 - 8.30				A	11.3	16	1001	1597	279	196	55A	742	177	358	387	360	317	639	189	354	326	337	234	72	25A	145	89															
	8.30 - 9.00				A	10.7	15	948	1547	280	193	49A	746	171	359	386	365	317	626	176	339	331	340	225	51A	17V	124	80															
FRIDAY MOVIE OF THE WEEK(S,R)																																											
FRI	8.00P	120	NBC		A	14.7	25	1302	1673	325	251	63	757	208	426	420	406	267	580	184	310	310	287	210	148	78	188	134															
	196	98	FF																																								
6 MILLION \$ MAN AND BIONIC WOMAN																																											
	8.00 - 8.30				A	12.5	22	1108	1642	316	241	45A	777	173	405	428	434	300	574	161	285	296	291	228	136	71	155	114															
	8.30 - 9.00				A	13.8	23	1223	1634	321	242	47A	775	193	409	424	418	294	575	173	284	295	273	230	139	81	144	109															
	9.00 - 9.30				A	16.3	27	1444	1679	314	242	69	733	216	422	401	383	255	580	193	321	312	283	204	154	77	212	144															
	9.30 - 10.00				A	16.1	27	1426	1734	348	278	84	754	240	465	433	400	233	593	203	345	333	303	186	159	83	228	160															
FULL HOUSE																																											
FRI	8.00P	30	ABC	5	A	10.6	18	939	1713	274	192	102	807	257	415	372	333	343	473	159	281	288	232	148	184	127	249	192															
	186	86	CS	18	B	11.5	19	1015	1716	308	250	85	790	282	458	406	324	292	461	191	311	282	199	124	180	113	286	199															
					C	10.2	18	902	1727	296	236	87	789	279	453	409	333	289	481	193	312	288	211	134	161	92	296	199															
GOLDEN GIRLS(R)																																											
					A	23.7	39	2100	1768	352	260	85	895	290	446	412	352	390	482	161	267	243	206	184	125	77	266	189															
CONT'D																																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.











## JAN. 25-31, 1988

[illegible]

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DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
									PERS (2+)	18+	49	18-49 W/CH <3	18-	18-49	25-54	35-64	55+	18-	18-49	25-54	35-64	55+	18-	18-49	25-54	35-64	55+	TOT. 12-17	FEM. 12-17	2-6	TOT. 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											

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# PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 25-31, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.				
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-	
EVENING CONT'D																												
THIRTIYSOMETHING-CONT'D																												
10.00 - 10.30					A	13.9	22	1232	1514	358	319	162	781	458	634	514	259	120	517	293	427	381	193	59	129	74	88	45^
10.30 - 11.00					A	13.3	22	1178	1465	345	309	165	775	441	629	531	271	117	522	289	423	385	206	64	95	52^	73	39^
THORNS					A	8.8	15	780	1645	266	196	76^	744	281	403	358	293	287	478	169	288	276	227	156	169	116	253	198
FRI					B	9.8	16	871	1666	282	220	87	747	256	432	411	344	256	479	151	289	281	247	155	172	125	267	183
200 96 CS					C	9.8	16	871	1666	282	220	87	747	256	432	411	344	256	479	151	289	281	247	155	172	125	267	183
TOUR OF DUTY(R)					A	10.9	17	966	1690	273	223	73	710	205	419	443	357	236	701	266	476	449	323	177	107	26^	171	121
THU					B	11.7	17	1032	1743	269	214	78	714	223	425	416	349	241	740	271	495	456	354	203	109	37	179	119
204 99 GD					C	10.9	17	964	1673	261	202	64	673	201	390	376	332	240	727	261	482	455	359	199	120	43	153	94
8.00 - 8.30					A	10.3	16	913	1706	279	226	73	731	209	431	455	368	243	703	261	469	445	318	189	98	22^	174	122
8.30 - 9.00					A	11.5	18	1019	1676	268	220	74	692	202	408	432	347	229	700	270	482	453	327	167	115	28^	169	120
TRACEY ULLMAN SHOW(R)					A	3.1	5	275	1651	346	316	58^	708	376	533	420	254	146^	570	329	461	338	204^	97^	155^	86^	218^	133^
SUN					B	3.3	5	289	1683	341	291	91^	693	366	514	439	256	152	629	363	512	410	237	82^	186	90^	174	120
115 86 CS					C	3.1	5	272	1727	340	296	80^	658	351	509	432	255	118	629	346	524	422	251	80^	232	126	207	137
TUESDAY MOVIE OF THE WEEK(S)					A	21.0	34	1861	1606	323	240	75	862	228	450	459	418	341	570	161	305	316	299	207	78	36	96	63
TUE 9.00P 150 NBC																												
205 99 FF																												
THE MURDER OF MARY PHAGAN, PT 2					A	20.3	30	1799	1596	307	217	76	863	228	433	447	413	355	551	146	281	287	287	218	79	33^	104	64
9.00 - 9.30					A	20.5	30	1816	1589	320	232	77	862	228	445	456	417	347	554	152	288	304	290	206	71	33^	101	66
9.30 - 10.00					A	21.5	34	1905	1610	325	245	74	860	225	460	468	424	332	571	166	317	324	303	197	80	37	99	67
10.00 - 10.30					A	22.0	36	1949	1611	335	252	73	863	231	459	467	420	331	575	165	313	325	304	205	80	38	93	63
10.30 - 11.00					A	20.8	40	1843	1616	326	249	72	858	229	451	454	411	338	595	174	326	335	310	210	79	36	83	56
20/20					A	13.9	25	1232	1636	266	183	56	808	219	420	429	417	318	595	161	338	365	311	195	93	38^	139	111
FRI					B	13.6	24	1207	1638	322	243	73	803	237	458	464	411	277	632	198	375	386	317	199	89	43	113	79
216 99 DN					C	12.9	24	1142	1615	300	224	85	800	239	442	436	391	294	622	194	366	373	303	200	88	43	104	67
10.00 - 10.30					A	13.9	24	1232	1643	280	193	54	817	224	431	434	420	318	582	160	340	358	304	187	101	45^	143	119
10.30 - 11.00					A	13.9	25	1232	1630	251	173	58	800	213	410	424	413	317	608	161	335	371	319	204	86	31^	136	102
21 JUMP STREET(R)					A	4.0	6	354	1666	361	324	122^	795	450	635	488	276	129^	398	213	296	220	154^	93^	200	151^	273	167^
SUN					B	4.9	7	431	1733	366	323	84	742	387	582	447	289	130	506	307	428	298	175	67^	238	126	248	174
121 87 OP					C	5.3	8	470	1760	362	318	75	706	344	540	427	302	126	547	308	436	331	205	85	272	148	236	152
7.00 - 7.30					A	3.9	6	346	1627	373	331	110^	806	452	635	496	291	137^	340	179^	240	183^	132^	92^	192	141^	289	189
7.30 - 8.00					A	4.2	6	372	1662	341	310	131^	767	438	621	469	256	118^	442	240	341	248	171	91^	202	157^	252	142^
227					A	16.6	27	1471	1726	331	265	99	875	317	465	387	297	367	424	162	247	220	158	146	148	100	279	206
SAT					B	17.3	28	1531	1766	316	258	85	860	282	449	390	320	368	485	185	297	264	192	159	163	100	258	181
197 99 CS					C	16.9	30	1502	1746	315	248	69	876	260	433	391	345	396	468	159	263	242	197	175	154	96	248	168
VALERIE'S FAMILY					A	13.5	20	1196	1876	318	263	91	773	284	483	447	316	250	478	194	327	294	218	126	223	83	403	263
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 25-31, 1988

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
								PERS	WOMEN	18-49		18- 18- 25- 35-	18- 18- 25- 35-	18- 18- 25- 35-	18- 18- 25- 35-	TOT. FEM.	TOT. TOT.											
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
VALERIE'S FAMILY-CONT'D																												
MON	8.30P	30	NBC	5	C	17.5	26	1551	1958	349	293	93	836	339	557	484	351	230	477	210	342	290	212	110	244	117	402	266
	201	99	CS	14	B	17.3	26	1531	1891	333	285	100	768	332	533	458	312	193	462	217	347	296	199	94	255	127	406	270
WEREWOLF(R)																												
SUN	8.00P	30	FOX	5	A	3.1	4	275	1651	264	236	79^	646	320	478	408	243	125^	576	237	435	320	282	124^	146^	74^	283	214^
	120	87	SM	15	B	3.9	6	342	1956	325	301	110	722	396	585	475	277	99	646	368	558	437	242	66^	231	114	357	263
					C	4.0	6	355	1998	332	295	91	707	384	574	447	278	95	669	379	563	455	259	77	264	121	358	234
WEST 57TH																												
SAT	10.00P	60	CBS	4	A	9.6	18	851	1563	293	227	93	771	232	413	408	388	304	648	214	418	382	319	203	62^	7^	82	65^
	203	96	DN	17	B	9.8	18	866	1625	307	243	74	781	237	441	446	398	269	659	228	401	391	313	207	83	30^	102	68
	10.00 - 10.30				C	7.7	15	680	1586	302	233	69	773	231	420	423	370	289	637	200	381	380	310	209	81	33^	95	56
	10.30 - 11.00				A	10.1	18	895	1571	295	223	85	757	224	404	398	388	304	665	227	428	387	318	210	53^	4^	95	77
					A	9.0	17	797	1570	295	234	102	794	244	428	424	393	307	635	202	411	380	323	196	73^	10^	68^	53^
WHO'S THE BOSS?(R)																												
TUE	8.00P	30	ABC	5	A	22.9	33	2029	1773	358	307	111	764	371	555	467	286	169	449	203	320	282	196	94	217	116	344	231
	223	99	CS	18	B	21.6	32	1914	1824	354	301	114	795	359	548	462	308	207	491	226	353	312	211	106	214	113	323	218
					C	21.6	33	1911	1774	349	296	103	776	342	523	442	301	211	479	224	340	294	201	106	213	117	305	208
WISEGUY																												
MON	10.21P	60	CBS	4	A	10.1	19	895	1398	260	175	48^	753	178	347	331	377	350	582	121	278	303	336	250	46^	8^	17^	7^
					B	11.5	20	1021	1537	322	257	73	769	246	450	414	365	277	629	208	391	391	325	192	82	24^	57	35
	210	99	OP	4	C	11.5	20	1021	1537	322	257	73	769	246	450	414	365	277	629	208	391	391	325	192	82	24^	57	35
	10.00 - 10.30				A	8.8	15	780	1380	257	170	53^	751	178	344	329	376	343	559	127	258	275	319	245	51^	8^	19^	8^
	10.30 - 11.00				A	9.6	17	851	1393	268	180	51^	758	193	358	332	371	343	567	112	270	295	343	242	50^	6^	19^	9^
	11.00 - 11.30				A	11.4	22	1010	1406	250	170	43^	745	159	335	329	383	360	606	130	294	320	334	260	41^	10^	14^	6^
WOMEN IN PRISON(R)																												
SAT	8.30P	30	FOX	5	A	2.5	4	222	1627	231^	155^	57^	449	208^	332	260^	207^	84^	582	297	480	364	281^	77^	281^	171^	315	221^
	112	79	CS	14	B	2.3	4	202	1755	271	233	62^	534	238	404	342	251	103^	540	303	437	343	202	69^	269	167	411	297
					C	2.5	4	220	1668	282	228	67^	576	229	388	350	289	146	541	254	390	328	218	120^	225	132	326	228
WONDER YEARS(S)																												
SUN	10.39P	30	ABC		A	17.9	31	1586	1827	323	265	102	711	286	485	416	318	189	837	338	607	562	422	156	163	67	116	81
	214	99	CS		A	17.8	30	1577	1849	325	263	98	713	284	484	414	322	191	855	343	618	574	432	160	163	66	118	83
	10.30 - 11.00				A	18.1	33	1604	1780	318	270	113	707	291	490	420	309	186	799	327	584	536	399	146	162	69	111	75
	11.00 - 11.30																											

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 25-31, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE OF T/C						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
							AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18-18+ 49	WOMEN 18-34 49 54 64 55+					MEN 18-34 49 54 64 55+					TEENS MALE FEM. TOT. 12-12-12-14			CHILDREN TOT. MALE FEM. 2-6-6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



# 34 PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 25-31, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		TEENS MALE FEM.	
									TOTAL PERS	WORKING WOMEN			W O M E N					M E N										
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	17	17	
LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	5.8	17	514	1283	250	196	189	63	652	190	359	344	391	351	80	543	207	342	323	379	337	24^	13v
TUE-FRI 11.30P 31 ABC 22					B	5.5	16	486	1381	253	192	198	71	706	190	374	352	410	370	70	568	200	332	308	369	339	27^	19^
212 98 N 69					C	5.4	16	477	1406	251	183	190	68	715	183	357	337	398	360	64	584	178	320	297	358	329	24^	22^
11.30 - 12.00					A	5.8	17	516	1284	251	196	189	63	653	191	360	345	392	352	80	543	207	342	323	379	337	24^	14v
12.00 - 12.30					A	5.0	17	441	1246	237	180	179	61^	621	188	347	330	367	331	89	549	225	365	331	376	342	24^	7v
ABC NEWS:NIGHTLINE-MON					A	4.7	26	416	1476	306	234	195	214	750	259	438	375	437	321	94^	538	175	326	311	375	319	50^	41^
MON 12.51A 31 ABC 1					B	4.7	26	416	1476	306	234	195	214	750	259	438	375	437	321	94^	538	175	326	311	375	319	50^	41^
208 98 N 1					C	4.7	26	416	1476	306	234	195	214	750	259	438	375	437	321	94^	538	175	326	311	375	319	50^	41^
12.30 - 1.00					A	5.3	26	470	1511	308	238	199	210	776	271	460	398	463	350	88^	514	170	317	305	364	314	55^	48^
1.00 - 1.30					A	4.5	25	399	1445	302	229	192	214	730	251	423	360	421	305	96^	545	175	326	310	377	319	47^	37v
ABC WEEKEND REPORT-SAT.					A	2.4	9	213	1696	366	278^	299	65v	902	180^	496	496	532	489	19v	515	134^	283^	283^	326	326	19v	47v
SAT 11.30P 15 ABC 5					B	2.2	7	193	1540	345	254	255	82^	782	197	431	415	458	412	64^	501	194	319	317	368	318	16v	58^
140 74 N 18					C	2.1	6	182	1432	310	246	233	86^	727	196	389	363	413	372	64^	533	174	302	284	345	311	18v	42^
ABC WEEKEND REPORT-SUN.					A	2.5	13	222	1366	244^	195^	220^	86^	604	241^	337	316	371	324	67v	618	164^	416	395	494	471	47v	44v
SUN 11.40P 15 ABC 5					B	2.2	8	191	1474	254	199	199	82^	642	203	340	330	389	335	79^	598	216	406	379	451	429	53^	34v
141 77 N 18					C	2.1	8	186	1402	248	202	203	60^	655	174	342	331	394	355	59^	592	188	378	361	424	405	44^	27v

CBS LATE NIGHT I					A	3.7	15	332	1418	301	241	237	101	788	209	475	426	482	447	67^	485	161	305	289	322	285	32^	38^
MON	11.51P	66	CBS	18	B	4.0	15	353	1445	301	235	236	97	771	228	437	394	451	415	91	553	183	344	326	374	322	32^	29^
	175	84	FF	73	C	3.7	15	332	1386	279	209	223	84	759	211	400	368	426	389	68^	518	177	316	300	351	313	23^	26^
TUE&WED	11.30P	66																										
THU	11.30P	65																										
	11.30 - 12.00				A	4.1	14	367	1435	323	265	255	105	802	216	484	439	496	453	72^	479	160	301	278	311	278	34^	37^
	12.00 - 12.30				A	3.7	15	323	1401	285	229	228	101	778	209	474	423	475	442	65^	479	165	310	297	328	287	29^	38^
	12.30 - 1.00				A	3.3	16	289	1368	275	201	203	84^	747	180	434	384	447	429	57^	505	144	288	283	326	288	31^	41^
CBS LATE NIGHT II					A	2.4	14	215	1383	345	283	265	114^	755	252	518	467	509	459	92^	482	189	348	338	375	308	31v	37v
MON	12.57A	43	CBS	23	B	2.5	13	217	1405	303	243	228	104^	726	240	454	413	454	408	111^	544	217	380	362	407	332	32^	38^
	172	83	FF	91	C	2.3	14	207	1350	301	232	238	96^	723	232	428	394	446	403	86^	505	210	349	329	377	322	23v	31v
TUE	12.36A	47																										
WED	12.36A	52																										
THU	12.35A	48																										
FRI	12.30A	54																										
	12.30 - 1.00				A	2.7	14	240	1432	366	300	291	123^	786	257	539	489	535	482	91^	478	209	363	351	382	313	23v	57^
	1.00 - 1.30				A	2.2	14	198	1353	333	274	248	111^	736	254	511	457	494	446	93^	491	178	341	333	374	306	36v	19v
	1.30 - 2.00				A	1.9	14	168	1135	213^	163^	137^	27v	586	149^	319^	293^	337^	337^	90v	432	44v	220^	220^	297^	276^	94v	<<
CBS NEWS NIGHTWATCH-1					A	0.8	9	74	1220	274^	231^	207^	96v	684	212^	402^	385^	413^	344^	103v	449^	190^	279^	235^	270^	236^	25v	10v
MON	2.21A	9	CBS	24	B	0.9	9	78	1329	273^	198^	205^	93^	690	258^	406	376	424	372	98^	527	224^	344	306^	387	359	51v	19v
	52	54	N	84	C	0.9	9	77	1260	278^	207^	203^	78v	698	248^	391	361	413	378	77v	468	200^	326^	296^	337	305^	22v	16v
CONT'D																												

CONT'D

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL		WORKING WOMEN		W O M E N					M E N					T E E N S						
									PERS																MALE	FEM.			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17	
LATE FRINGE CONT'D																													
CBS NEWS NIGHTWATCH-1-CONT'D																													
TU-THSU 2.00A 30																													
CBS NEWS NIGHTWATCH-2	M-THSU 2.30A 30	65	62	CBS	24 93	A	0.9	11	76	1102	326^	234^	235^	35v	665	135^	350^	328^	366^	353^	60v	363^	102v	185^	161^	207^	196^	26v	14v
						B	0.9	11	78	1261	322^	205^	225^	69v	680	230^	387	360	418	383	85^	478	190^	294^	269^	352	324^	51v	17v
						C	0.9	11	76	1231	315^	215^	215^	72v	690	239^	389	360	419	386	71v	456	196^	314^	290^	331^	296^	20v	15v
CBS NEWS NIGHTWATCH-3	M-THSU 3.00A 180	102	81	CBS	24 93	A	0.8	15	71	1040	306^	212^	225^	29v	677	112v	345^	330^	392^	378^	64v	300^	100v	159^	158^	186^	150^	31v	<<
						B	0.8	14	69	1115	300^	187^	199^	45v	697	158^	336^	316^	386	362^	63v	374	134^	212^	200^	254^	219^	22v	<<
						C	0.8	16	72	1129	302^	177^	198^	57v	698	176^	309^	285^	374	347^	53v	364	139^	226^	216^	241^	204^	11v	9v
						A	0.9	14	80	1138	321^	243^	226^	56v	696	167^	383^	339^	374^	362^	70v	345^	116^	192^	188^	231^	213^	59v	<<
						A	0.8	14	69	1121	306^	230^	231^	31v	724	137^	376^	362^	417^	400^	68v	308^	100v	164^	163^	195^	166^	48v	<<
						A	0.8	13	69	1038	311^	223^	231^	27v	715	114v	362^	349^	415^	400^	51v	267^	83v	134^	134^	147^	118v	23v	<<
						A	0.8	15	67	1039	286^	195^	207^	27v	676	92v	345^	330^	390^	379^	53v	305^	96v	158^	158^	184^	155^	24v	<<
						A	0.7	15	64	1023	316^	215^	241^	<<	669	76v	335^	335^	408^	396^	68v	308^	102v	160^	160^	189^	139^	18v	<<
						A	0.8	15	67	999	336^	187^	245^	20v	667	85v	306^	306^	405^	385^	82v	299^	112v	162^	162^	188^	118v	12v	<<
CBS SUNDAY NEWS	SUN 11.00P 15	15	CBS	5	A	3.2	7	284	1547	320	240	230	75^	821	196^	473	458	490	440	84^	648	188^	357	355	385	320	35v	10v	
					B	3.1	6	278	1512	328	240	238	54^	789	144	415	404	440	411	79^	623	146	316	295	345	309	52^	14v	

107	56	N	19	C	3.5	8	310	1464	301	220	229	51^	825	168	389	376	422	391	58^	545	126	277	263	305	279	31^	10^
DAVID LETTERMAN I MON 12.49A 30 204 99	NBC GV	25 89	A	3.6	19	321	1332	329	278	235	109	642	300	432	397	424	368	150	541	329	431	382	411	336	51^	35^	
			B	4.2	20	376	1431	289	246	210	121	662	289	457	406	443	394	180	607	340	469	405	439	357	61^	46^	
			C	4.0	20	355	1410	293	251	220	124	675	296	459	414	454	396	166	598	338	469	410	442	360	44^	42^	
TUE 1.00A 30	WED-FRI 12.30A 30	12.30 - 1.00	1.00 - 1.30	A	3.9	19	347	1323	313	262	236	98	631	293	428	403	423	373	146	535	325	425	381	410	337	59^	44^
A				3.0	19	267	1357	371	323	234	141^	671	319	441	381	426	355	161^	557	340	447	384	414	333	28^	11^	
DAVID LETTERMAN II MON 1.19A 30 204 99	NBC GV	25 89	A	3.0	19	262	1297	326	282	238	109^	613	299	425	393	419	361	151	552	348	446	389	420	345	40^	34^	
			B	3.5	20	309	1421	283	244	206	125	636	296	463	410	441	386	205	625	383	502	428	465	370	60^	45^	
			C	3.3	21	294	1391	292	252	218	130	656	309	465	416	453	391	183	605	374	492	427	458	366	43^	40^	
TUE 1.30A 30	WED-FRI 1.00A 30	1.00 - 1.30	1.30 - 2.00	A	3.2	19	287	1284	332	288	251	103^	615	301	435	407	430	373	149	548	345	445	386	419	345	38^	41^
A				2.4	19	212	1328	310	265	198^	124^	607	292	398	350	388	326	157^	561	354	449	397	420	345	46^	14^	
FRIDAY NIGHT VIDEOS FRI 1.30A 60 175 96	NBC PC	5 18	A	2.5	16	222	1324	408	360	328	119^	696	337	510	462	508	455	156^	417	269^	353	299	301	264^	84^	49^	
			B	2.9	18	255	1467	337	317	253	188	621	351	517	457	482	381	251	577	419	511	419	440	336	98^	91^	
			C	2.7	18	239	1460	290	258	214	172	607	343	479	420	453	368	252	606	433	528	438	461	359	107	66^	
			A	2.9	17	257	1297	413	363	324	111^	685	343	499	452	498	438	165^	437	279	360	287	290	253	81^	38^	
G. MICHAELS SPORTS MACHINE CONT'D			A	2.2	15	195	1298	382	340	319^	125^	680	314^	503	454	499	457	136^	372	242^	328	301^	301^	265^	83^	61^	
			A	1.2	4	106	1368	205^	177^	177^	49^	491^	216^	343^	301^	328^	321^	178^	765	515^	626	494^	535^	490^	<<	<<	

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									TOTAL				WORKING WOMEN		W O M E N						M E N						T E E N S				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17				
								(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17				
LATE FRINGE CONT'D								1368	283	228	256	108^	653	214	458	428	482	452	196^	805	390	607	519	574	484	38v	86^				
G MICHAELS SPORTS MACHINE-CONT'D								1516	299	251	258	92^	618	219	426	405	452	410	208	750	354	538	466	529	422	44^	47^				
LATE SHOW-FOX								A	1.7	4	147	1360	324	276	265	138^	642	315	507	453	490	424	160^	549	305	434	347	367	315	50v	23v
MON-FRI 11.00P								B	1.4	4	126	1378	283	250	236	142^	628	324	487	442	473	400	184^	577	335	468	392	412	324	43v	32v
100 77 GV 89								C	1.7	5	152	1487	298	267	229	163^	654	344	494	437	477	409	193	608	372	497	417	447	368	67^	61^
11.00 - 11.30								A	1.9	4	172	1355	332	288	273	128^	629	317	489	434	471	414	144^	559	296	427	348	370	326	50^	24v
11.30 - 12.00								A	1.4	4	122	1368	312	259^	253^	152^	661	312	533	481	517	439	183^	535	318	444	344	361	299	49v	22v
OLYMPIC DIARY-MON 1								A	4.1	24	363	1397	300	219	178	232	711	243	405	338	405	278	82^	517	159^	298	284	348	304	49^	38v
MON 1.16A								B	4.5	17	399	1369	248	179	189	89	673	155	342	305	367	327	62^	606	203	349	333	389	360	27^	18v
207 98 SC 20								C	3.7	19	327	1372	220	166	168	72^	579	148	305	285	337	292	73^	701	253	438	408	476	443	22^	15v
OLYMPIC DIARY-TUE 1								A	6.1	19	540	1313	267	211	198	62^	667	193	374	366	416	371	68^	584	216	378	361	403	367	15v	8v
TUE 11.55P								B	5.3	18	471	1339	243	171	184	70^	710	198	352	331	395	354	66^	546	206	329	306	363	330	21^	16v
215 99 SC 19								C	4.8	17	429	1339	239	173	180	63	697	178	334	316	376	340	67	546	178	307	284	336	303	22^	17^
OLYMPIC DIARY-WED 1								A	5.3	18	470	1260	281	194	195	71^	675	184	347	328	384	350	49^	482	171	292	273	321	299	18v	29v
WED 11.54P								B	4.9	15	434	1349	297	220	217	90	727	181	369	344	404	358	56^	504	157	271	253	313	289	27^	27^
DAVID TELLEMAN																															

	214	98	SC	18	C	4.7	16	416	1352	259	190	195	74	701	158	337	313	368	335	45^	545	147	281	266	327	305	18^	24^
OLYMPIC DIARY-THU 1					A	3.8	13	337	1146	130^	107^	108^	36v	551	132^	242	229	264	241	108^	528	169^	297	284	356	295	32v	<<
THU	11.54P	1	ABC	4	B	4.0	13	354	1260	181	131	132	61^	609	135	307	284	326	297	82^	551	202	342	315	364	332	29^	10v
	214	98	SC	19	C	4.0	14	353	1370	243	174	176	62^	674	164	328	308	361	329	69^	610	196	338	313	369	340	23^	15v
OLYMPIC DIARY-FRI 1					A	5.0	14	443	1204	256	221	231	56^	652	164	380	360	405	378	39^	481	162	290	290	331	310	18v	10v
FRI	11.55P	1	ABC	5	B	4.7	13	416	1381	265	210	229	46^	706	178	387	378	439	403	54^	574	181	328	307	379	358	26^	17v
	205	97	SC	20	C	4.7	14	416	1407	241	167	185	55^	702	172	338	323	390	355	49^	602	157	318	303	373	351	25^	20^
SATURDAY NIGHT					A	7.7	23	682	1600	352	291	270	132	688	307	506	483	515	445	175	619	302	515	461	480	431	107	91^
SAT	11.30P	81	NBC	3	B	8.5	24	751	1622	329	276	251	139	705	327	518	481	518	451	168	669	339	542	483	526	463	85	75
	201	98	GV	13	C	8.2	25	728	1604	317	270	242	145	683	324	498	456	494	432	161	627	325	502	451	490	432	99	88
	11.30 - 12.00				A	8.9	23	789	1583	339	275	257	113	668	272	468	449	484	426	169	629	292	502	439	461	418	98	91
	12.00 - 12.30				A	7.5	23	665	1617	356	297	276	144	697	319	521	497	527	451	190	609	305	515	460	477	427	121	94^
	12.30 - 1.00				A	6.1	22	540	1652	380	322	292	154	733	370	573	545	575	487	167	634	326	557	519	538	476	106^	90^
TONIGHT SHOW					A	5.3	18	466	1355	297	245	215	92	720	238	418	380	419	382	106	517	216	331	307	337	277	40^	26^
MON	11.49P	60	NBC	24	B	6.5	21	576	1442	289	229	214	95	756	239	434	394	443	409	101	543	219	348	317	354	306	41^	40^
	201	99	GV	86	C	6.2	21	554	1421	286	227	217	94	750	237	424	391	441	401	95	544	213	353	325	361	313	36^	36^
TUE	12.00M	60																										
WED-FRI	11.30P	60																										
	11.30 - 12.00				A	6.0	17	532	1369	293	243	221	83	722	226	422	390	429	394	96	525	206	329	311	338	285	45^	30^
	12.00 - 12.30				A	5.1	19	452	1340	301	249	216	92	720	236	414	375	415	380	105	507	219	326	303	334	272	39^	25^
	12.30 - 1.00				A	4.2	20	373	1369	294	239	190	117^	718	281	422	372	409	352	137	528	238	356	312	348	273	34^	15v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S MALE FEM.	
									TOTAL		WORKING WOMEN			W O M E N						M E N									
									DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS												
#STNS	CVG%	TYPE						(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17		
LATE FRINGE CONT'D																													
TOP OF THE POPS					A	2.3	7	204	1421	324	255^	229^	120^	754	242^	455	424	459	371	158^	499	170^	308^	269^	319	264^	64v	12v	
FRI	11.30P	60	CBS	5	B	2.5	7	220	1639	342	296	253	174	783	341	560	490	516	439	183	592	281	435	391	428	340	79^	59^	
	158	79	GV	19	C	2.4	8	209	1531	324	272	258	160	754	304	503	451	499	436	129	535	254	398	368	402	330	55^	69^	
	11.30 - 12.00				A	2.5	7	222	1406	322	256^	233^	98^	744	205^	437	410	445	373	131^	495	134^	274^	235^	292	256^	55v	19v	
	12.00 - 12.30				A	2.2	8	195	1374	311^	241^	214^	139^	731	272^	454	420	453	352	181^	480	204^	333	296^	334	260^	72v	4v	



## PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN.25-31, 1988

## VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS		CHILDREN							
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. 0,000	LOH WORKING 18-49 WOMEN			W O M E N					M E N					MALE	FEM.	MALE	FEM.	TOTAL		
									W/CH	18- 49	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	12- 17	12- 17	2- 11	2- 11	6- 11	
MON-FRI EARLY MORNING																												
ABC WORLD NEWS-MORN-615A					A	1.3	13	117	66v	299	220^	692	148^	410	448	423	200^	479	114^	271^	284^	276^	154^	11v	12v	19v	14v	<<
MON-FRI 6.15A	15	ABC	25		B	1.2	13	111	73^	261	184^	640	151^	382	392	393	202^	509	145^	329	348	295	128^	21v	27v	13v	20v	<<
142	83	N	90		C	1.3	15	118	67^	260	207^	617	162^	369	374	354	204^	511	147^	311	335	298	152^	18v	25v	12v	16v	11
ABC WORLD NEWS-MORN-645A					A	2.1	15	184	97^	307	236	655	212	408	450	324	181^	452	125^	255	280	235	141^	54^	21v	10v	18v	28v
MON-FRI 6.45A	15	ABC	25		B	2.0	15	174	66^	280	206	630	199	386	407	326	187	493	148	299	319	265	139^	50^	33v	15v	16v	23v
184	92	N	90		C	2.1	16	189	65^	272	212	618	166	379	396	339	188	486	134^	261	289	279	163	39^	33v	22v	21v	28v
BEFORE HOURS					A	0.8	10	71	39v	267^	227^	575	141^	305^	302^	308^	250^	410^	145^	215^	255^	158^	155^	11v	12v	24v	38v	44v
MON-FRI 6.15A	15	NBC	25		B	0.8	11	74	60v	331^	287^	625	162^	365	341^	343^	236^	447	216^	307^	278^	146^	113^	35v	23v	14v	13v	16v
146	84	N	90		C	0.7	10	64	69v	318^	281^	621	165^	382^	371^	318^	210^	426	200^	266^	244^	129^	127^	20v	27v	<<	14v	20v
CBS MORNING NEWS- 6:30AM					A	1.1	11	99	78v	283^	170^	640	145^	358	437	408	179^	383	93^	206^	209^	198^	151^	17v	12v	<<	31v	24v
MON-FRI 6.30A	30	CBS	25		B	1.2	12	109	77^	269	182^	621	165^	371	407	366	184^	444	102^	211^	228^	238	181^	29v	14v	25v	13v	32v
151	88	N	95		C	1.2	12	104	54v	277	150^	619	136^	287	327	349	260	398	101^	179^	183^	207^	186^	18v	15v	33v	17v	33v
CBS THIS MORNING-1					A	2.1	10	188	61^	176^	123^	622	110^	264	271	289	320	442	65^	192	217	247	211	22v	25v	13v	22v	31v
MON-FRI 7.30A	30	CBS	25		B	2.2	11	195	46^	192	147	652	126^	287	295	308	328	464	81^	204	225	233	219	23v	12v	29v	23v	42^
201	98	N	45		C	2.1	11	188	49^	181	127^	647	121^	260	273	291	346	446	79^	197	205	217	218	23v	10v	27v	20v	34v
CBS THIS MORNING-2					A	2.5	11	223	30v	144^	92^	721	88^	226	269	332	441	399	59^	153	164	169	225	15v	16v	17v	29v	27v
MON-FRI 8.30A																												
201	98	N	45		B	2.6	11	234	39^	164	104^	729	118	253	272	338	428	420	65^	154	168	183	234	11v	10v	22v	18v	26v
					C	2.5	11	224	40^	154	93^	717	129	244	263	312	422	410	69^	152	156	170	232	11v	8v	29v	18v	30^
GOOD MORNING, AMERICA-730					A	4.4	21	388	69^	291	220	756	203	428	453	393	270	359	71^	155	180	193	164	21v	6v	27^	28^	38^
MON-FRI 7.30A	30	ABC	25		B	3.9	20	349	58^	256	181	719	172	388	403	383	281	421	97	189	216	226	185	14v	8v	26^	28^	35^
216	99	N	89		C	4.2	21	373	60^	247	186	712	158	375	394	375	286	430	101	194	212	222	194	16v	7v	23^	23^	28^
GOOD MORNING, AMERICA-830					A	4.7	20	418	62^	193	157	769	157	363	381	410	353	363	66^	140	148	188	193	9v	6v	16v	24^	20^
MON-FRI 8.30A	30	ABC	25		B	4.4	19	393	65	205	152	750	156	350	369	404	350	387	68	149	181	219	187	10v	8v	27^	26^	25^
214	99	N	90		C	4.5	20	396	70	205	158	762	152	354	372	397	352	379	70	148	167	200	189	10v	7v	23^	24^	21^
NBC NEWS AT SUNRISE					A	2.1	20	188	52^	267	209	625	134^	330	370	386	227	531	123^	210	259	276	261	9v	20v	23v	17v	30v
MON-FRI 6.00A	30	NBC	25		B	2.0	20	176	70^	329	275	649	161	392	400	382	208	522	145^	249	270	255	223	24v	18v	13v	10v	14v
197	98	N	90		C	1.9	20	172	70^	321	270	644	156	387	405	362	207	490	120^	223	241	241	222	19v	36v	15v	11v	20v
TODAY SHOW-7.30AM					A	4.7	22	415	50^	209	146	674	128	307	341	380	312	480	115	224	228	227	239	24^	10v	18v	36^	33^
MON-FRI 7.30A	30	NBC	25		B	4.6	23	410	42^	223	158	663	112	308	334	371	306	486	110	226	234	239	233	20^	11v	19^	20^	28^
205	99	N	90		C	4.5	23	400	55^	220	161	673	130	321	345	357	306	489	114	232	233	232	234	17^	12v	23^	20^	29^
TODAY SHOW-8.30AM					A	5.2	23	462	41^	170	128	739	125	286	312	374	400	403	101	178	167	163	214	9v	3v	22^	20^	21^
MON-FRI 8.30A	30	NBC	25		B	5.3	23	469	40^	166	128	722	116	298	317	365	382	429	98	182	181	192	226	13v	7v	18^	20^	18^
205	99	N	90		C	4.8	22	423	63	164	130	720	125	314	334	367	367	433	97	198	195	201	218	12v	9v	19^	18^	17^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.









## PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN.25-31,1988

PROGRAM NAME DAY TIME ONI DUR NET NO. OF #STNS CVG% TYPE T/C										HOUSEHOLD AUDIENCES AVG. AUD. SH % AUD. % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
												LOH WORKING 18-49 WOMEN W/CH 18-49		W O M E N 15-18 18-24 25-34 35-44 45-54 55-64 65-74 75+								M E N TOTAL 55+		T E E N S MALE FEM. TOT. 12-17 12-17 15-17			C H I L D R E N MALE FEM. TOT. TOT. 2- 2- 2- 6- 11 11 5 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
										18-49 W/CH <3	18-49 18+ 49	15-18 24	18-24 TOTAL	25-34 34	35-44 49	45-54 49	55-64 54	65-74 64	75+ 55+	TOTAL	55+	12-17 17	12-17 17	15-17 17	2- 11 11	2- 11 11	2- 11 5	6-11 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
MONDAY-FRIDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									</

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 25-31, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOT. PERS.	W O M E N		M E N		T E E N S					C H I L D R E N										
										15- 24	TOTAL	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	9-	11	
WEEKEND DAYTIME CHILDREN																													
ABC WEEKEND SPECIALS(R)						A	2.4	8	213	1418	148^	526	401	166^	339	101^	52^	49^	47^	54^	451	247^	204^	230^	221^	169^	53^	68^	153^
SAT 1.00P 30 ABC						B	2.4	7	213	1482	160	473	352	115^	280	226	107^	119^	137^	89^	503	299	203	200	303	193	110^	126^	177
146 80 CA						C	2.3	7	201	1491	152^	503	376	103^	330	199	86^	113^	122^	77^	460	279	181	187	273	173	100^	124^	149^
THE SECRET WORLD OF OG, PT 2																													
ALF-SAT MORN						A	6.2	21	549	1375	146	350	252	88^	220	235	88^	147	115^	120	570	284	286	255	316	160	155	129	187
SAT 10.00A 30 NBC						B	6.3	22	562	1489	132	389	325	80	248	197	93	104	125	72	655	343	312	266	389	222	167	182	207
206 99 CA						C	6.2	22	548	1504	131	360	307	86	248	209	102	107	134	75	687	353	333	266	421	232	189	206	215
ALL NEW POUND PUPPIES						A	2.6	13	230	1421	135^	268^	250^	47^	125^	219^	80^	140^	150^	70^	808	435	373	294	514	290	223^	237^	276
SAT 8.30A 30 ABC						B	2.6	13	230	1421	135^	268^	250^	47^	125^	219^	80^	140^	150^	70^	808	435	373	294	514	290	223^	237^	276
206 98 CA						C	2.6	13	230	1421	135^	268^	250^	47^	125^	219^	80^	140^	150^	70^	808	435	373	294	514	290	223^	237^	276
ALVIN AND THE CHIPMUNKS						A	6.5	21	576	1520	154	361	280	86^	228	252	69^	183	156	96^	679	344	335	232	446	229	217	192	254
SAT 10.30A 30 NBC						B	6.7	22	594	1539	157	386	322	83	246	208	78	130	124	84	699	332	366	275	424	210	214	194	230
204 98 CA						C	6.3	22	558	1525	152	359	307	86	223	225	87	137	140	85	717	339	379	305	412	200	212	211	201
ANIMAL CRACK-UPS						A	4.2	13	372	1673	123^	485	394	114^	351	249	116^	133^	170^	79^	588	329	259	230	357	217	141^	142^	215
SAT 12.00N 30 ABC						B	4.3	13	377	1623	151	438	391	114	373	193	71^	123	112	81^	558	320	238	199	359	200	159	167	192
185 88 CL						C	3.6	12	321	1553	143	448	339	117	381	210	84	126	126	84	514	278	236	198	316	172	144	149	167

BUGS BUNNY & TWEETY SHOW					A	5.1	16	452	1666	159	453	390	133^	330	246	117^	129^	150	96^	637	379	259	275	363	214	149	224	139^
SAT	11.00A	30	ABC	1	B	5.1	16	452	1666	159	453	390	133^	330	246	117^	129^	150	96^	637	379	259	275	363	214	149	224	139^
	202	93	CA	1	C	5.1	16	452	1666	159	453	390	133^	330	246	117^	129^	150	96^	637	379	259	275	363	214	149	224	139^
DENNIS THE MENACE					A	4.1	13	363	1656	221	453	353	79^	295	189	44^	145^	97^	92^	719	367	351	309	409	218	192	210	199
SAT	11.30A	30	CBS	5	B	3.8	12	337	1612	153	386	307	79^	266	207	89^	118	128	78^	754	417	336	338	416	245	170	200	216
	180	88	CA	5	C	3.8	12	337	1612	153	386	307	79^	266	207	89^	118	128	78^	754	417	336	338	416	245	170	200	216
FLINTSTONE KIDS					A	4.8	15	425	1635	132^	432	356	134^	284	258	108^	150	158	99^	661	336	326	237	425	198	227	214	211
SAT	11.30A	30	ABC	1	B	4.8	15	425	1635	132^	432	356	134^	284	258	108^	150	158	99^	661	336	326	237	425	198	227	214	211
	192	90	CA	1	C	4.8	15	425	1635	132^	432	356	134^	284	258	108^	150	158	99^	661	336	326	237	425	198	227	214	211
FOOFUR					A	2.9	10	257	1552	171^	427	332	119^	230^	281	57^	224^	155^	126^	614	269	345	324	290	109^	182^	134^	156^
SAT	12.00N	30	NBC	4	B	3.0	10	268	1559	128	467	378	108^	246	269	117	152	181	88^	577	280	297	291	286	137	150	145	142
	135	69	CA	19	C	3.3	12	293	1514	162	410	336	103	247	245	105	141	142	103	613	314	298	273	340	164	176	171	168
FRAGGLE ROCK					A	5.4	17	478	1573	200	404	311	91^	211	261	66^	195	135	126^	697	318	379	311	386	174	211	186	200
SAT	11.00A	30	NBC	5	B	5.0	16	443	1528	171	424	346	77	229	209	74^	135	109	100	667	308	359	316	350	172	179	175	175
	202	99	CA	12	C	5.0	17	447	1542	166	392	324	83	236	213	72	141	116	97	700	336	365	321	379	189	191	203	176
GALAXY HIGH SCHOOL					A	2.7	9	239	1594	154^	406	274	142^	302	263^	138^	125^	141^	121^	623	335	287	281	341	220^	122^	131^	210^
SAT	12.30P	30	CBS	4	B	3.2	10	286	1672	208	434	338	113	308	259	121	139	144	115	670	395	275	295	376	232	143	155	221
	138	65	CA	4	C	3.2	10	286	1672	208	434	338	113	308	259	121	139	144	115	670	395	275	295	376	232	143	155	221
GUMMI BEARS					A	3.6	24	319	1285	58^	290	188^	61^	204	226	124^	102^	141^	85^	566	360	207	207	360	224	136^	150^	210
SAT	8.00A	30	NBC	5	B	2.8	21	248	1354	58^	321	248	50^	262	158	97^	61^	108^	50^	613	368	245	208	405	257	149	206	199
	201	98	CA	21	C	2.9	21	259	1356	59^	308	250	48^	216	151	87^	64^	101	51^	681	380	301	262	419	249	170	214	205

[illegible]

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME  DAYTIME DAYTIME #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. AUD. SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
													TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
														15- 24	18- 49	15- 24	18- 49	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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SAT	12.00N	30	CBS	5	B	3.5	11	307	1673	182	425	353	101^	303	238	116	122	141	97^	708	401	307	344	364	228	136	172	192						
	145	69	CA	5	C	3.5	11	307	1673	182	425	353	101^	303	238	116	122	141	97^	708	401	307	344	364	228	136	172	192						

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 25-31, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S TOT. MALE		CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
													TOT. WORK. PERS ING WOM.		W O M E N				M E N										T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
															18- 25- TOTAL	18- 21+	25- 54	18- 24	18- 34	18- 49	21- 21+	21- 49	25- 54	25- 54	35- 64	55+	12- 17	12- 17	2- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

CBS NCAA BASKETBALL-SAT										A	3.9	12	346	1397	167^	432	238	416	211	724	140^	358	504	657	437	490	364	417	253	167^	97^	65^	144^
SAT 2.00P 120 CBS																																	
194 96 SE																																	
GEORGIA TECH VS N. CAROLINA										B	3.6	10	322	1405	159	432	249	404	213	742	117	331	490	686	434	487	373	426	292	199	104	70^	127
2.00 - 2.30																																	
2.30 - 3.00																																	
3.00 - 3.30										C	3.9	11	341	1416	145	405	218	385	198	751	102	301	480	703	432	486	378	433	321	216	123	81^	137
3.30 - 4.00																																	
CBS NCAA BASKETBALL-SUN										A	5.9	14	523	1502	205	417	306	380	261	806	75^	394	605	773	571	621	530	580	334	151	147	101^	131
SUN 2.31P 120 CBS																																	
205 99 SE																																	
MICHIGAN VS SYRACUSE										B	5.3	12	470	1463	181	430	260	400	229	765	82	349	549	729	513	579	467	534	328	149	156	97	112
2.30 - 3.00																																	
3.00 - 3.30																																	
3.30 - 4.00										A	5.4	13	478	1421	204	437	292	414	258	740	50^	359	536	722	517	582	485	551	307	139	122^	107^	121^
4.00 - 4.30																																	
4.30 - 5.00																																	
NBA ON CBS										A	5.2	14	461	1473	176	398	252	362	220	794	72^	369	550	762	518	589	479	550	326	173	145	120^	137^
SUN 12.00N 151 CBS																																	
205 98 SE																																	
PHILADELPHIA VS BOSTON										B	6.3	16	562	1511	183	419	269	391	251	799	89	356	548	759	508	586	459	536	345	173	157	120	135
CONT'D																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME  DAY      TIME      DUR      NET      NO. #STMS    CVG%    TYPE    T/C    OF					K E Y	HOUSEHOLD AUDIENCES  AVG.      AVG. AUD.    SH    AUD. %      %    0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S		CHD TOT.					
								TOT. WORK. PERS    ING WOM.		W O M E N				M E N											TOT. MALE							
						(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	2- 11							
WEEKEND DAYTIME SPORTS CONT'D																																
NBA ON CBS-CONT'D																																
12.00 - 12.30									A	3.7	11	328	1413	190^	388	211	357	195	699	43^	337	494	663	458	527	451	521	290	135^	155^	128^	171^
12.30 - 1.00									A	5.2	15	461	1478	180	382	252	336	210	776	66^	392	565	737	527	595	499	566	305	143	163	136^	158
1.00 - 1.30									A	5.9	16	523	1442	169	378	245	331	196	808	117^	419	583	764	539	598	466	525	289	166	148	129	108^
1.30 - 2.00									A	6.0	16	532	1472	161	400	251	373	227	832	69^	340	554	807	529	602	486	559	363	205	126	115^	113^
2.00 - 2.30									A	5.3	14	470	1521	183	429	284	406	261	807	51^	341	526	789	507	593	475	561	365	195	137	94^	148
2.30 - 3.00									A	5.1	13	452	1459	192	439	296	409	255	771	32^	350	508	761	498	599	476	577	337	162	130^	95^	119^
NBC COLLEGE BSKBL SAT									A	3.8	10	337	1350	179^	375	207	370	207	793	156^	361	569	720	497	542	413	458	333	178^	119^	71^	63^
SAT      4.05P    117      NBC      4									B	3.8	10	335	1478	177	455	233	445	223	787	134	341	523	711	447	497	389	439	318	214	113	66^	124
174      87      SE      5									C	3.6	10	323	1445	179	445	227	437	221	761	116	305	480	699	418	470	364	416	315	229	109	66^	129
ILLINOIS VS ARIZONA									A	3.4	9	301	1342	176^	413	247	405	212	725	100^	283	508	683	466	552	408	494	362	131^	136^	82^	67^
4.00 - 4.30									A	3.8	10	337	1317	182^	365	225	353	207	721	147^	329	525	655	459	500	378	419	316	155^	173^	100^	59^
4.30 - 5.00									A	3.6	9	319	1330	177^	335	181^	333	204	823	186^	412	626	736	539	575	440	476	327	160^	99^	64^	73^
5.00 - 5.30									A	4.3	10	381	1378	179	374	182	374	202	868	180	401	604	779	515	545	424	454	331	235	77^	47^	59^
5.30 - 6.00									A	5.1	11	452	1434	164	561	227	555	240	762	95^	246	447	721	407	452	353	397	321	270	81^	28^	30^
6.00 - 6.30									A	5.1	11	452	1434	164	561	227	555	240	762	95^	246	447	721	407	452	353	397	321	270	81^	28^	30^

NBC COLLEGE BSKBL SUN				A	5.9	13	523	1537	161	514	179	499	165	882	87^	216	401	833	352	443	314	405	444	390	74^	39^	66^
SUN 4.05P 115 NBC				B	5.1	12	455	1507	181	478	196	464	188	860	102	270	440	819	399	486	338	425	417	333	81^	48^	88^
DEPAUL VS N. C. STATE				C	5.1	12	455	1507	181	478	196	464	188	860	102	270	440	819	399	486	338	425	417	333	81^	48^	88^
4.00 - 4.30				A	6.8	15	602	1476	147	520	146	519	127	831	44^	189	360	810	339	424	316	401	400	386	57^	31^	69^
4.30 - 5.00				A	6.7	15	594	1454	108	466	130	460	127	858	71^	195	368	813	323	398	297	371	411	416	67^	35^	63^
5.00 - 5.30				A	5.2	11	461	1585	185	525	199	503	184	924	104^	225	429	858	363	457	325	419	483	401	73^	40^	63^
5.30 - 6.00				A	5.1	10	452	1648	219	552	257	518	235	921	140^	264	460	852	391	507	320	436	492	345	104^	50^	72^
PHOENIX OPEN GOLF-SAT(S)				A	4.1	11	363	1436	100^	497	141^	497	130^	807	38^	187	341	796	330	398	303	370	365	398	30^	22^	103^
SAT 4.00P 120 CBS																											
4.00 - 4.30				A	3.4	9	301	1465	124^	513	166^	513	140^	780	45^	234	376	770	366	443	331	408	346	327	47^	46^	125^
4.30 - 5.00				A	4.1	11	363	1423	103^	495	127^	495	106^	810	47^	185	327	803	319	389	280	350	360	413	26^	26^	91^
5.00 - 5.30				A	4.3	11	381	1402	88^	464	123^	464	117^	821	43^	171	342	808	329	394	299	364	385	414	13^	13^	104^
5.30 - 6.00				A	4.6	11	408	1457	92^	517	153^	517	156^	809	22^	167	327	798	315	375	305	365	365	423	36^	8^	95^
PHOENIX OPEN GOLF-SUN(S)				A	3.8	7	337	1494	156^	573	208	570	199	789	52^	204	424	766	401	441	372	412	372	326	71^	49^	61^
SUN 4.31P 130 CBS																											
205 99 SE																											
4.31P 96																											
& 6.15P 34																											
4.30 - 5.00				A	3.6	8	319	1385	176^	432	246	426	222	766	39^	273	540	751	526	569	502	546	388	181^	94^	51^	94^
CONT'D																											

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 25-31, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								TOT. WORK. PERS ING WOM.		W O M E N				M E N										T E E N S TOT. MALE		CHD TOT.		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	18-	25-	TOTAL	18-	18-	18-	21-	21-	25-	25-	35-	12-	12-	2-				
#STNS	CVG%	TYPE									49	21+	54	24	34	49	21+	49	54	49	54	64	55+	17	17	11		
WEEKEND DAYTIME SPORTS CONT'D																												
PHOENIX OPEN GOLF-SUN(S)-CONT'D																												
5.00 - 5.30					A	4.0	9	354	1465	160^	504	223	504	220	822	57^	263	496	796	471	507	439	476	364	289	66^	56^	73^
5.30 - 6.00					A	4.3	9	381	1524	142^	568	209	567	212	822	57^	194	425	800	402	448	368	414	374	352	56^	44^	78^
6.00 - 6.30					A	3.6	6	319	1541	151^	723	168^	723	171^	745	47^	123^	290	723	268	306	243	280	354	417	64^	44^	9^
6.30 - 7.00					A	3.4	5	301	1536	142^	730	151^	719	124^	716	57^	96^	239	686	210^	239	183^	212	361	448	78^	50^	12^
PRO BOWLERS TOUR																												
SAT 3.00P 90 ABC 5					A	4.7	13	416	1427	179	590	260	577	227	636	38^	144^	323	619	306	348	285	327	326	271	91^	47^	110^
183 92 SE 5					B	4.2	11	372	1444	162	659	233	649	239	608	28^	126	271	596	259	315	243	299	287	280	50^	30^	127
3.00 - 3.30					C	4.2	11	372	1444	162	659	233	649	239	608	28^	126	271	596	259	315	243	299	287	280	50^	30^	127
3.30 - 4.00					A	4.0	12	354	1462	205	605	299	592	262	592	47^	136^	304	563	275	328	258	310	312	235	124^	77^	141^
4.00 - 4.30					A	4.4	12	390	1445	164	593	244	580	216	645	44^	135^	311	627	293	341	267	315	337	286	102^	51^	105^
					A	5.6	15	496	1414	175	588	249	573	214	672	28^	160	352	664	343	375	323	356	333	289	61^	22^	93^
SENIOR SKINS GAME-SAT.(S)																												
SAT 2.00P 125 NBC					A	3.5	11	310	1376	124^	485	154^	483	159^	779	43^	153^	312	758	291	362	269	340	370	396	36^	16^	77^
184 96 SE																												
2.00 - 2.30					A	3.2	10	284	1359	144^	505	179^	501	166^	735	74^	188^	338	714	317	362	264	309	300	352	24^	14^	95^
2.30 - 3.00					A	3.5	11	310	1300	126^	479	137^	478	149^	734	19^	113^	264	715	245	291	244	290	347	425	22^	13^	66^
3.00 - 3.30																												
3.30 - 4.00																												
4.00 - 4.30																												
SENIOR SKINS GAME-SUN.(S)																												
SUN 1.30P 155 NBC					A	6.3	15	558	1448	198	529	181	515	177	784	38^	182	336	769	320	397	298	375	366	372	64^	18^	72^
195 98 SE																												
1.30 - 2.00					A	5.3	14	470	1416	240	595	206	571	198	638	45^	148	251	625	238	289	206	256	259	336	90^	27^	93^
2.00 - 2.30					A	5.8	15	514	1413	168	488	157	473	168	789	33^	187	339	772	323	386	306	369	343	386	65^	11^	71^
2.30 - 3.00					A	6.6	16	585	1390	175	481	159	471	156	795	33^	189	333	778	316	402	300	385	371	376	51^	3^	63^
3.00 - 3.30					A	6.8	16	602	1479	202	525	191	510	185	825	40^	177	352	810	337	427	312	402	421	383	69^	29^	60^
3.30 - 4.00					A	7.1	17	629	1478	207	542	190	533	181	811	36^	192	367	798	353	437	331	414	395	361	50^	20^	75^
4.00 - 4.30					A	7.1	16	629	1459	181	532	169	524	156	805	43^	206	360	787	341	427	317	403	380	359	48^	17^	74^
SPORTSWORLD(B)																												
SUN 12.00N 90 NBC					A	3.8	11	337	1543	335	797	459	726	344	445	25^	143^	243	441	238	264	218	243	187^	177^	125^	28^	176^
124 75 SA																												
12.00 - 12.30					A	2.6	8	230	1518	356	814	486	730	378	431	23^	142^	244^	413	226^	262^	222^	257^	202^	151^	101^	19^	172^
12.30 - 1.00					A	4.0	11	354	1541	317	774	462	697	329	422	18^	141^	234	422	234	255	216	237	165^	167^	135^	22^	210
1.00 - 1.30					A	4.9	13	434	1528	332	791	433	732	331	462	30^	142^	243	462	243	266	213	235	192	196	127^	37^	148
SUPER BOWL XXII PRE GM 1(S)																												
SUN 4.00P 60 ABC					A	10.7	24	948	1747	325	634	396	589	328	843	105	363	548	800	505	605	443	543	376	195	96	70	174
224 99 SC																												
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 25-31, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				CHD TOT.
DAY	TIME	DUR	NET #STNS CVG% TYPE T/C	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM. (2+) 18+	W O M E N				M E N										T E E N S					
										TOTAL	18-	25-	TOTAL	18-	18-	18-	21-	21-	25-	25-	35-	TOTAL	12-	12-	2-				
																										49	21+	54	
WEEKEND DAYTIME SPORTS CONT'D																													
SUPER BOWL XXII PRE GM 1-CONT'D																													
	4.00 - 4.30				A	9.1	20	806	1702	315	625	387	574	309	830	100	342	531	789	491	584	431	525	379	206	83	69	164	
	4.30 - 5.00				A	12.3	27	1090	1781	332	641	403	600	341	852	109	380	561	807	516	621	452	557	374	187	105	72	182	
SUPER BOWL XXII PRE GM 2(S)																													
SUN	5.00P 45		ABC		A	16.1	34	1426	1904	279	650	414	617	368	913	98	392	614	877	578	677	516	615	416	200	155	101	187	
	224 99		SC																										
	5.00 - 5.30				A	15.2	32	1347	1882	284	645	415	613	365	905	101	391	606	867	569	672	505	609	412	195	143	96	189	
	5.30 - 6.00				A	17.8	37	1577	1952	272	661	415	627	376	931	93	395	630	899	597	690	537	630	427	208	175	110	185	
SUPER BOWL XXII KICKOFF 1(S)																													
SUN	5.45P 16		ABC		A	23.1	44	2047	1980	300	698	439	665	402	916	87	375	608	884	576	665	521	610	422	220	176	106	189	
	224 99		SC																										
	5.30 - 6.00				A	22.7	43	2011	1977	300	697	439	664	402	915	86	376	608	884	577	665	522	610	420	219	177	106	188	
	6.00 - 6.30				A	29.0	52	2569	2021	299	709	449	674	406	939	99	367	607	897	564	670	507	613	445	227	167	101	205	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



# PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 25-31, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEENS TOT. 12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING		W O M E N										M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
									WOM. (2+)	18+ 18+	TOTAL	18- 34	18- 49	21+ 21+	25- 49	25- 54	35- 64	55+ 55+	TOTAL	18- 34	18- 49	21+ 21+	25- 49	25- 54	35- 64	55+ 55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
WEEKEND DAYTIME OTHER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				</

9.30 - 10.00	A	4.5	18	399	1262	191	636	87^	204	636	190	230	314	392	550	93^	270	550	270	251	284	295	247	38v
10.00 - 10.30	A	4.6	17	408	1294	191	637	97^	236	635	210	244	332	367	600	98^	291	600	291	282	317	336	274	26v
SUNDAY TODAY	A	1.6	9	142	1306	207^	549	152^	224^	548	200^	233^	207^	292^	584	213^	288^	557	261^	244^	319^	254^	220^	87v
SUN	B	1.8	10	163	1208	199^	553	128^	236	538	195^	230	245	282	543	176^	297	531	284	253	304	263	195^	29v
8.00A	C	1.7	9	146	1256	217	589	150^	251	577	217	276	270	279	529	164^	276	522	269	233	295	264	191	36v
90	A	1.3	9	115	1130	164^	507^	121v	220^	507^	187^	222^	175^	252^	496^	189^	238^	457^	199^	158^	240^	199^	176^	58v
NBC	A	1.7	9	151	1291	224^	528	175^	243^	528	217^	243^	192^	259^	597	238^	324^	568	294^	276^	369^	272^	180^	99v
N	A	1.9	8	168	1371	211^	569	144^	198^	566	184^	221^	231^	334^	602	195^	276^	587	261^	261^	312^	261^	275^	92v
127																								
89																								
8.00 - 8.30																								
8.30 - 9.00																								
9.00 - 9.30																								
THIS WEEK-DAVID BRINKLEY	A	3.0	9	266	1331	161^	591	47v	196^	589	189^	220^	285	364	662	119^	317	650	305	297	353	321	290	18v
SUN	B	3.4	9	301	1327	152	639	61^	191	638	181	204	309	424	588	119	282	575	269	262	314	266	255	22v
11.30A	C	3.3	10	290	1342	146	664	76^	174	655	148	177	277	461	581	115	268	573	259	236	279	258	270	37^
60	A	2.8	9	248	1335	182^	578	41v	210^	578	210^	239^	290	339	660	127^	334	644	318	317	367	313	276	13v
ABC	A	3.2	10	284	1327	143^	602	52v	184^	598	170^	202^	280	386	664	113^	301	656	293	279	340	327	301	23v
N																								
148																								
88																								
11.30 - 12.00																								
12.00 - 12.30																								

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HOT	64.8	66.4	66.6	67.8	68.8	70.0	68.9	68.7	67.3	66.7	66.3	64.8	62.0	59.1	56.0	53.1

ABC TV

**AVERAGE AUDIENCE**  
(Hhlds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

AMERICAN MUSIC AWARDS (8:00-9:00) (10:19-12:20) (PAE)				
16,040				
18.1	18.7 *	20.6 *	18.4 *	19.6 *
35	27 *	30 *	32 *	37 *
18.5	19.0	20.7	18.4	19.3
	20.5		20.0	

## CBS TV

**AVERAGE AUDIENCE**  
(Hhlds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

NEWHART (R)		DESIGNING WOMEN (PAE)		STATE OF THE UNION-CBS (SUS)(PAE)		DEMOCRATIC RESPONSE-CBS (SUS)(PAE)		WISEGUY (10:21-11:21)(PAE)	
11,780		11,700				8,950			
13.3		13.2				10.1		9.6	*
19		20				19		17	*
13.0	13.5	13.1				8.8	9.4	9.8	

NBC TV

**AVERAGE AUDIENCE**  
(Hhlds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

ALF		VALERIE'S FAMILY		STATE OF THE UNION-NBC (SUS)(PAE)		(PAE)		ON THE EDGE (10:19) (11:19)(R)(PAE)	
15,420		11,960				5,230			
17.4		13.5				5.9		5.3	*
25		20				10		9	*
17.1	17.7	13.8	13.2			5.8	5.1	5.5	

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST&lt;/</i>		

AVERAGE AUDIENCE	16.7	15.6	13.6	13.8	18.5	18.2	16.7	13.1
SHARE AUDIENCE %	25	23	20	20	28	28	28	24

## SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1980-81	76,000	1.5
1981-82	76,000	1.5
1982-83	76,000	1.5
1983-84	76,000	1.5
1984-85	76,000	1.5
1985-86	76,000	1.5
1986-87	76,000	1.5
1987-88	76,000	1.5
1988-89	76,000	1.5
1989-90	76,000	1.5
1990-91	76,000	1.5
1991-92	76,000	1.5
1992-93	76,000	1.5
1993-94	76,000	1.5
1994-95	76,000	1.5
1995-96	76,000	1.5
1996-97	76,000	1.5
1997-98	76,000	1.5
1998-99	76,000	1.5
1999-00	76,000	1.5
2000-01	76,000	1.5
2001-02	76,000	1.5
2002-03	76,000	1.5
2003-04	76,000	1.5
2004-05	76,000	1.5
2005-06	76,000	1.5
2006-07	76,000	1.5
2007-08	76,000	1.5
2008-09	76,000	1.5
2009-10	76,000	1.5
2010-11	76,000	1.5
2011-12	76,000	1.5
2012-13	76,000	1.5
2013-14	76,000	1.5
2014-15	76,000	1.5
2015-16	76,000	1.5
2016-17	76,000	1.5
2017-18	76,000	1.5
2018-19	76,000	1.5
2019-20	76,000	1.5
2020-21	76,000	1.5
2021-22	76,000	1.5
2022-23	76,000	1.5
2023-24	76,000	1.5
2024-25	76,000	1.5
2025-26	76,000	1.5
2026-27	76,000	1.5
2027-28	76,000	1.5
2028-29	76,000	1.5
2029-30	76,000	1.5
2030-31	76,000	1.5
2031-32	76,000	1.5
2032-33	76,000	1.5
2033-34	76,000	1.5
2034-35	76,000	1.5
2035-36	76,000	1.5
2036-37	76,000	1.5
2037-38	76,000	1.5
2038-39	76,000	1.5
2039-40	76,000	1.5
2040-41	76,000	1.5
2041-42	76,000	1.5
2042-43	76,000	1.5
2043-44	76,000	1.5
2044-45	76,000	1.5
2045-46	76,000	1.5
2046-47	76,000	1.5
2047-48	76,000	1.5
2048-49	76,000	1.5
2049-50	76,000	1.5
2050-51	76,000	1.5
2051-52	76,000	1.5
2052-53	76,000	1.5
2053-54	76,000	1.5
2054-55	76,000	1.5
2055-56	76,000	1.5
2056-57	76,000	1.5
2057-58	76,000	1.5
2058-59	76,000	1.5
2059-60	76,000	1.5
2060-61	76,000	1.5
2061-62	76,000	1.5
2062-63	76,000	1.5
2063-64	76,000	1.5
2064-65	76,000	1.5
2065-66	76,000	1.5
2066-67	76,000	1.5
2067-68	76,000	1.5
2068-69	76,000	1.5
2069-70	76,000	1.5
2070-71	76,000	1.5
2071-72	76,000	1.5
2072-73	76,000	1.5
2073-74	76,000	1.5
2074-75	76,000	1.5
2075-76	76,000	1.5
2076-77	76,000	1.5
2077-78	76,000	1.5
2078-79	76,000	1.5
2079-80	76,000	1.5
2080-81	76,000	1.5
2081-82	76,000	1.5
2082-83	76,000	1.5
2083-84	76,000	1.5
2084-85	76,000	1.5
2085-86	76,000	1.5
2086-87	76,000	1.5
2087-88	76,000	1.5
2088-89	76,000	1.5
2089-90	76,	

AVERAGE AUDIENCE	4.5	3.8	3.2	3.1	4.5	4.1	4.2	3.7
SHARE AUDIENCE %	7	6	5	5	7	6	7	7

**PBS**

[illegible]

AVERAGE AUDIENCE	2.0	2.3	3.4	3.7	3.1	3.1	2.6	2.1
SHARE AUDIENCE %	3	3	5	5	5	5	4	4

## CABLE ORIG.

PROGRAM	SPOTS/	WEEK	RATING	RANK	VIEWERS	AVERAGE AUDIENCE	
						SHARE	AUDIENCE %
60 MIN. GOLF	1	1	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	2	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	3	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	4	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	5	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	6	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	7	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	8	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	9	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	10	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	11	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	12	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	13	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	14	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	15	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	16	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	17	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	18	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	19	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	20	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	21	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	22	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	23	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	24	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	25	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	26	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	27	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	28	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	29	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	30	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	31	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	32	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	33	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	34	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	35	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	36	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	37	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	38	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	39	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	40	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	41	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	42	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	43	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	44	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	45	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	46	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	47	1.0	1	1,000,000	1.0	1.0
60 MIN. GOLF	1	48	1.0	1	1,000,000	1.0	1.0

AVERAGE AUDIENCE	6.3	7.3	6.8	8.2	10.2	10.5	9.9	6.5
SHARE AUDIENCE %	10	11	10	12	15	16	16	12

## PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST&lt;/</i>		

AVERAGE AUDIENCE	2.4	2.0	2.4	2.3	3.6	3.4	3.6	3.7
SHARE AUDIENCE %	4	3	3	3	5	5	6	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 26, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	65.2	66.5	67.0	68.2	68.5	69.2	70.3	71.1	68.9	68.3	67.9	67.4	63.9	62.6	61.5	59.6

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

					WHO'S THE BOSS? (R)		GROWING PAINS		←	MOONLIGHTING (R)(PAE)	→		←	THIRTYSOMETHING (PAE)	→	
					20,290		21,260			14,970				12,050		
					22.9		24.0			16.9				13.6		
					33		34			25				22		
					21.8	23.9	24.1	23.9		17.6	16.6	16.5	17.0	14.5	13.3	13.4

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

							48 HOURS LAS VEGAS		←	JAKE AND THE FATMAN (PAE)	→		←	CAGNEY & LACEY	→	
					9,750					11,430				10,990		
					11.0					12.9				12.4		
					16					18				20		
					11.5	11.0	10.7	10.7		12.9	13.4	13.3	13.3	12.3	12.8	12.5

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

									←	MATLOCK	→					
					16,300					18,610						
					18.4	17.7 *				21.0				20.5 *		22.0 *
					26	26 *				34				30 *		36 *
					17.4	18.0	18.9	19.5		20.2	20.3	20.3	20.6	21.4	21.7	21.9

## INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

16.4	15.2	12.2	12.0	12.2	12.4	11.1	9.8
25	22	18	17	18	18	18	16

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.9	4.2	3.0	2.9	3.2	3.3	3.4	3.2
7	6	4	4	5	5	5	5

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7	2.3	2.8	3.0	4.6	4.5	3.2	2.7
3	3	4	4	7	7	5	4

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.3	6.5	5.2	5.3	5.8	5.3	5.1	4.8
10	10	8	7	8	8	8	8

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1	2.1	2.4	2.5	3.0	2.3	2.4	2.1
3	3	3	4	4	3	4	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. JAN. 27, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	60.7	61.5	62.3	62.8	61.9	62.4	63.7	65.5	63.9	63.6	61.8	60.8	57.8	56.1	54.1	52.4

## ABC TV

AVERAGE AUDIENCE {  
(Hhids (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS	HEAD OF THE CLASS	HOOPERMAN (R)	SLAP MAXWELL (PAE)	DYNASTY (PAE)
15,150	15,680	11,870	9,750	12,760
17.1	17.7	13.4	11.0	14.4
27	27	21	18	26
16.6	17.6	17.2	18.1	13.9
		13.8	13.1	14.5
				14.5
				14.6

## CBS TV

AVERAGE AUDIENCE {  
(Hhids (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

LAW & HARRY MCGRAW (R)	MAGNUM, P.I. (PAE)	EQUALIZER
7,090	12,670	11,870
8.0	14.3	13.4
13	23	21
8.2	13.0	13.9
	15.4	14.8
		13.6
		13.7
		13.4
		12.9

## NBC TV

AVERAGE AUDIENCE {  
(Hhids (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HIGHWAY TO HEAVEN (R)	CHEERS SPECIAL (R)	BEVERLY HILLS BUNTZ SPEC	ST. ELSEWHERE (R)
12,580	12,320	8,950	8,420
14.2	13.6	10.1	9.5
22	22	16	17
13.3	14.0	10.3	9.3
	14.7	9.9	10.1
	14.8		9.3
	13.9		9.3
	13.8		9.3

## INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

16.0	15.9	14.5	14.2	14.3	14.8	11.5	10.6
26	25	23	22	22	24	20	20

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.9	3.4	3.0	2.7	2.6	2.6	2.4	2.3
6	5	5	4	4	4	4	4

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7	1.9	2.9	2.5	2.5	2.5	2.1	1.3
3	3	5	4	4	4	4	2

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.1	6.6	6.7	7.5	7.3	7.5	6.2	5.5
10	11	11	12	11	12	11	10

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.4	2.5	3.5	3.5	4.0	4.2	3.5	2.5
4	4	6	5	6	7	6	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JAN. 28, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	59.9	61.3	62.0	62.9	63.9	65.0	64.1	64.4	64.5	65.0	64.6	64.1	61.8	60.3	58.2	55.7

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

CHARMING  
(R)

ABC THURSDAY NIGHT MOVIE  
LIVE & LET DIE  
(R)(PAE)

6,290	8,510															
7.1	9.6	7.9	*		9.9	*		9.3	*		10.6	*		10.3	*	
11	15	12	*		15	*		14	*		17	*		18	*	
7.2	6.9	7.5		10.1	9.7		9.5	9.2		10.3	10.8		10.3	10.3		

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

TOUR OF DUTY  
(R)

SIMON & SIMON  
(PAE)

KNOTS LANDING

9,660					11,340						14,530					
10.9	10.3	*		11.5	* 12.8	12.1	*	13.5	*	16.4	16.2	*		16.5	*	
17	16	*		18	* 20	19	*	21	*	28	27	*		29	*	
10.0	10.5		11.3	11.8	11.9	12.4		13.9		16.1	16.4		16.4	16.6		

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

BILL COSBY  
SHOW  
(R)

A DIFFERENT  
WORLD  
(R)

CHEERS  
(R)

NIGHT COURT  
(R)

L.A. LAW  
(R)

25,070		21,710		20,380		19,490		14,970								
28.3		24.5		23.0		22.0		16.9		17.7	*		16.2	*		
44		38		35		34		29		29	*		28	*		
27.1	29.4	24.8	24.2	22.5	23.5	22.3	21.8	18.4	17.1	16.5		15.8				

## INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

15.9	15.2	12.7	13.7	13.4	13.2	11.5	10.3
26	24	20	21	21	21	19	18

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.4	3.4	3.0	3.5	3.6	3.6	3.3	3.2
7	5	5	5	6	6	5	6

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7	2.2	3.4	3.8	2.8	2.6	2.2	1.9
3	4	5	6	4	4	4	3

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.5	6.1	5.2	6.4	6.3	6.3	5.6	5.5
9	10	8	10	10	10	9	10

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1	2.3	2.4	2.2	2.9	3.1	3.2	1.9
3	4	4	3	4	5	5	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	55.5	56.6	57.1	57.5	57.6	58.2	58.6	59.5	59.4	60.1	59.9	58.9	57.2	56.9	56.3	55.3

# ABC TV

AVERAGE AUDIENCE {  
 (Hhds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

FULL HOUSE	MR. BELVEDERE	THORNS	SLEDGE HAMMER (PAE)	20/20 (PAE)
9,390	10,190	7,800	7,180	12,320
10.6	11.5	8.8	8.1	13.9
18	19	15	14	25
10.5	10.7	8.7	7.9	13.2
				14.6
				14.3
				13.6

# CBS TV

AVERAGE AUDIENCE {  
 (Hhds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

SNOOPY THE MUSICAL (PAE)	HALLMARK HALL OF FAME-CBS STONES FOR IBARRA
10,010	10,990
11.3	12.4
19	21
11.4	13.3
	12.9
	12.9
	12.9
	12.2
	11.7
	11.7
	11.5

# NBC TV

AVERAGE AUDIENCE {  
 (Hhds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

FRIDAY MOVIE OF THE WEEK THE RETURN OF THE SIX-MILLION DOLLAR MAN AND THE BIONIC WOMAN (R)	MIAMI VICE (R)
13,020	11,960
14.7	13.5
25	24
12.0	13.0
	13.3
	14.0
	13.9

# INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

15.8	14.7	13.2	13.1	13.4	13.7	10.8	9.9
28	26	23	22	22	23	19	18

# SUPERSTATIONS

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

4.2	3.6	3.3	3.3	3.3	3.9	3.2	2.8
7	6	6	6	6	7	6	5

# PBS

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

1.7	2.2	3.3	3.3	2.7	2.8	2.1	1.7
3	4	6	6	5	5	4	3

# CABLE ORIG.

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

5.5	5.9	6.8	6.9	7.0	7.0	6.5	5.4
10	10	12	12	12	12	11	10

# PAY SERVICES

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

1.9	2.3	3.6	3.6	4.0	3.9	4.0	4.4
3	4	6	6	7	7	7	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	51.5	53.1	54.2	55.5	58.7	59.2	59.7	61.2	61.6	61.4	59.1	57.9	55.3	54.2	52.7	52.0	48.5	45.3

### ABC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

DOLLY				OHARA (PAE)				SPENSER: FOR HIRE (PAE)			
9,750	11.0	11.0 *	11.0	8,150	9.2	8.8 *	9.6 *	11,610	13.1	12.9 *	13.3 *
18	19 *	18 *	18 *	15	14 *	16 *	16 *	24	24 *	24 *	25 *
10.8	11.2	11.0	10.9	8.8	8.8	9.2	10.0	12.4	13.4	13.3	13.2

### CBS TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HIGH MOUNTAIN RANGERS				HOUSTON KNIGHTS (PAE)				WEST 57TH			
10,370	11.7	11.3 *	12.1 *	7,710	8.7	8.3 *	9.0 *	8,510	9.6	10.1 *	9.0 *
20	19 *	20 *	20 *	15	13 *	15 *	15 *	18	18 *	18 *	17 *
11.1	11.4	12.0	12.1	8.4	8.3	9.1	8.9	10.5	9.8	9.1	9.0

### NBC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE			227	GOLDEN GIRLS (R)			AMEN (R)	← J. J. STARBUCK (R)		
12,760		14,710		21,000		16,210		9,300		
14.4		16.6		23.7		18.3		10.5	11.0 *	10.1
24		27		39		31		20	20 *	19
13.9	14.9	15.8	17.5	23.4	24.0	18.9	17.7	11.5	10.4	10.1

### INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

15.9	16.5	11.3	10.1	9.6	10.3	10.5	9.3	9.0
30	30	19	17	16	18	19	18	19

### SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.0	4.4	2.5	2.0	2.3	2.6	2.4	2.8	2.6
8	8	4	3	4	4	4	5	6

### PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.8	3.3	3.7	3.7	3.1	3.1	2.4	2.4	2.0
5	6	6	6	5	5	4	5	4

### CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.5	7.4	6.6	6.4	5.9	6.1	5.9	5.4	4.3
12	14	11	11	10	10	11	10	9

### PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.4	3.1	4.1	4.5	5.3	5.1	4.5	5.1	4.3
7	6	7	7	9	9	8	10	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 30, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
AUD	40.0	36.9	33.9	31.6	28.7	26.7	23.5	21.2	18.9	17.0	15.2	14.1	12.3	10.9				

## ABC TV

(1)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,130
SHARE AUDIENCE	%	9
AVG. AUD. BY 1/4 HR	%	2.4

## CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

## NBC TV

← SATURDAY NIGHT (11:30-12:51) (PAE) →

(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	6,820																
SHARE AUDIENCE	%	7.7	8.9 *		7.5 *													
AVG. AUD. BY 1/4 HR	%	23	23 *		23 *													
	%	9.2	8.6	7.9	7.0	6.4												

## INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	8.9		8.5		7.4		6.3		5.2		3.9		3.1
SHARE AUDIENCE %	23		26		27		28		29		27		27

## SUPERSTATIONS

AVERAGE AUDIENCE	2.5		2.7		2.6		2.1		1.7		1.3		1.0
SHARE AUDIENCE %	6		8		9		9		9		9		9

## PBS

AVERAGE AUDIENCE	1.5		1.2		0.7 ^		0.4 ^		0.4 ^		0.4 ^		0.3 ^
SHARE AUDIENCE %	4		4		3 ^		2 ^		2 ^		3 ^		3 ^

## CABLE ORIG.

AVERAGE AUDIENCE	4.1		3.5		3.3		2.5		2.1		1.8		1.6
SHARE AUDIENCE %	11		11		12		11		12		12		14

## PAY SERVICES

AVERAGE AUDIENCE	4.1		3.6		3.4		3.1		2.7		2.4		2.0
SHARE AUDIENCE %	11		11		12		14		15		16		17

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	66.9	67.3	67.6	68.4	69.5	70.4	70.3	70.9	68.6	67.9	66.9	66.4	63.7	61.1	58.3	56.0	49.6	42.4

# ABC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{																		
%		43.2 *		43.4 *		41.2 *		40.6 *		43.2 *		41.1 *	22,590		15,860		17.8 *	
%		66 *		65 *		59 *		58 *		62 *		60 *	40		31		30 *	
%	43.8	42.7	42.9	43.9	42.8	39.5	39.5	41.6	43.5	42.9	41.4	40.9	30.7	25.9	17.7	17.8	18.1	

SUPER BOWL XXII GAME  
WASHINGTON VS. DENVER  
(6:20-10:09)(PAE)

(1)

WONDER YEARS  
(10:39-  
11:09)(PAE)

# CBS TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	10,010				12,580				12,140									2,840
%	11.3	10.4 *		12.2 *	14.2 *	13.6 *		14.7 *	13.7	12.3 *		13.3 *		14.5 *		14.8 *	3.2	
%	17	16 *		18 *	20	19 *		21 *	22	18 *		20 *		23 *		26 *	7	
%	9.2	11.5	12.2	12.1	12.8	14.5	14.9	14.5	12.0	12.6	13.3	13.2	14.0	15.0	15.0	14.6	3.2	

60 MINUTES

MURDER, SHE WROTE  
(R)

CBS SUNDAY MOVIE  
LOVE, MARY  
(R)(PAE)

CBS  
SUNDAY  
NEWS

# NBC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	6,470				10,450		9,570		10,280									
%	7.3	6.5 *		8.2 *	11.8		10.8		11.6	10.5 *		10.6 *		11.6 *		13.5 *		
%	11	10 *		12 *	17		15		18	15 *		16 *		19 *		24 *		
%	5.8	7.1	7.8	8.6	11.2	12.4	10.8	10.7	10.4	10.6	10.7	10.6	11.0	12.2	13.4	13.5		

OUR HOUSE  
(R)

FAMILY TIES  
(R)

MY TWO DAD'S  
(R)

NBC SUNDAY NIGHT MOVIE  
THE STEPFORD CHILDREN  
(R)

# INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	9.3		9.6		8.0		8.8		8.0		7.5		7.2		6.7		4.6	
	14		14		11		12		12		11		12		12		10	

# SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	2.4		2.5		2.2		2.0		1.8		1.9		1.6		1.8		1.0	
	4		4		3		3		3		3		3		3		2	

# PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	1.7		1.9		3.9		4.6		2.6		2.6		2.0		2.2		1.3	
	3		3		6		7		4		4		3		4		3	

# CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	3.0		2.7		3.1		3.4		3.9		4.0		3.8		4.0		3.0	
	4		4		4		5		6		6		6		7		7	

# PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	1.4		1.2		1.4		1.6		1.7		1.8		2.9		3.6		3.5	
	2		2		2		2		2		3		5		6		8	

U.S. TV HOUSEHOLDS: 88,600,000  
(1) SUPER BOWL XXII POST,(PAE),ABC,(10:09-10:39),(S)

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45			
HUT	33.8	28.7	24.7	21.4	18.9	16.8	14.7	13.0	11.9	11.1	9.6	8.4	7.7	7.3			

# ABC TV

AVERAGE AUDIENCE (Hhds (000) & %)	{	2,220	
SHARE AUDIENCE	%	13	
AVG. AUD. BY 1/4 HR	%	2.6	2.5

# CBS TV

AVERAGE AUDIENCE (Hhds (000) & %)	{		
SHARE AUDIENCE	%		
AVG. AUD. BY 1/4 HR	%		

# NBC TV

AVERAGE AUDIENCE (Hhds (000) & %)	{	1,060	
SHARE AUDIENCE	%	1.2	
AVG. AUD. BY 1/4 HR	%	1.2	

# INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	4.8	4.1	3.1	2.7	2.0	1.5	1.0
SHARE AUDIENCE %	15	18	17	19	17	17	13

# SUPERSTATIONS

AVERAGE AUDIENCE	1.2	1.2	1.2	1.1	0.9	0.7	0.4
SHARE AUDIENCE %	4	5	7	8	8	8	5

# PBS

AVERAGE AUDIENCE	1.5	0.8	0.6	0.4	0.2	0.1	0.1
SHARE AUDIENCE %	5	3	3	3	2	1	1

# CABLE ORIG.

AVERAGE AUDIENCE	2.6	2.1	1.7	1.2	1.1	1.2	1.1
SHARE AUDIENCE %	8	9	9	9	10	13	15

# PAY SERVICES

AVERAGE AUDIENCE	2.8	2.4	2.5	2.1	1.8	1.4	1.2
SHARE AUDIENCE %	9	10	14	15	16	16	16

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WEEKEND REPORT-SUN, ABC, (11:40-11:55)  
(2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.3	9.7	11.9	14.1	16.7	18.8	20.4	21.2	21.6	22.5	22.8	23.3	24.3	24.9	25.1	25.4	24.3	24.0

**ABC TV**

	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)		1,170		1,840	3,880	4,180
SHARE AUDIENCE %		1.3		2.1	4.4	4.7
AVG. AUD. BY 1/4 HR		13		15	21	20
		1.3		2.1	4.4	4.8

**CBS TV**

			CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	BLACKOUT
AVERAGE AUDIENCE (Hhlds (000) & %)		990			1,880		2,230	2,060
SHARE AUDIENCE %		1.1			2.1		2.5	2.3
AVG. AUD. BY 1/4 HR		11			10		11	9
		1.1	1.2		2.1	2.2	2.4	2.2

**NBC TV**

	NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhlds (000) & %)	1,880	4,150	4,620	3,140
SHARE AUDIENCE %	2.1	4.7	5.2	3.5
AVG. AUD. BY 1/4 HR	20	22	23	14
	1.8	4.7	5.2	3.4

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

	1.8	3.1	5.1	6.2	6.2	5.9	5.2	5.1	5.5
AVERAGE AUDIENCE	20	24	29	30	28	26	21	20	22
SHARE AUDIENCE %									

**SUPERSTATIONS**

	0.8	1.2	1.8	1.8	1.7	1.7	1.4	1.5	1.4
AVERAGE AUDIENCE	9	9	10	9	8	7	6	6	6
SHARE AUDIENCE %									

**PBS**

	0.1	0.1	0.5	0.7	1.0	1.2	1.5	1.6	1.2
AVERAGE AUDIENCE	1	0	3	4	4	5	6	6	5
SHARE AUDIENCE %									

**CABLE ORIG.**

	1.1	1.3	1.7	2.0	2.1	2.4	2.4	2.3	2.6
AVERAGE AUDIENCE	12	10	10	9	9	10	10	9	11
SHARE AUDIENCE %									

**PAY SERVICES**

	0.6	0.6	0.8	0.9	1.0	1.0	1.1	1.1	1.1
AVERAGE AUDIENCE	7	5	5	4	4	4	5	4	4
SHARE AUDIENCE %									

U.S. TV HOUSEHOLDS 88,600,000  
 (1) ABC WORLD NEWS MORN-615A,ABC,(6:15-6:30)  
 (2) ABC WORLD NEWS MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 25-29, 1988

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	24.7	25.0	25.4	26.1	26.2	27.3	28.8	29.7	30.3	31.2	32.0	32.3	31.6	31.7	31.0	31.5	31.6	31.0

## ABC TV

			WHO'S THE BOSS?	THE M-F	HOME	RYAN'S HOPE	LOVING	ALL MY CHILDREN	ONE LIFE TO LIVE (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)	{		3,190		2,600	2,600	3,880	7,000	7,210									
SHARE AUDIENCE %	%		3.6		2.9	2.9	4.4	7.9	8.3									
AVG. AUD. BY 1/4 HR	%		14		11	10	14	25	26									
			3.5	3.7	3.0	2.9	4.3	7.2	8.3									

## CBS TV

		NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)			YOUNG AND THE RESTLESS	BOLD AND THE BEAUTIFUL	AS THE WORLD TURNS									
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,680	5,010	6,650			7,670	5,120	6,220									
SHARE AUDIENCE %	%	3.0	5.7	7.5			8.7	5.8	7.0									
AVG. AUD. BY 1/4 HR	%	12	22	28			29	18	22									
		2.8	3.2	5.3	6.0	7.2	8.2	5.9	6.9									

## NBC TV

		CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW	SUPER PASSWORD	SCRABBLE	DAYS OF OUR LIVES	ANOTHER WORLD (PAE)										
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,530	5,510	4,290	3,380	4,110	6,770	4,980										
SHARE AUDIENCE %	%	4.0	6.2	4.8	3.8	4.6	7.6	5.6										
AVG. AUD. BY 1/4 HR	%	16	24	18	13	15	24	18										
		3.9	4.0	6.1	4.7	5.0	7.3	5.7										

## INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.4	4.5	4.6	5.1	6.1	5.9	6.2	6.2	6.5
SHARE AUDIENCE %	22	18	17	17	20	18	20	20	21

## SUPERSTATIONS

AVERAGE AUDIENCE	1.5	1.4	1.4	1.6	2.1	1.7	1.8	1.9	1.9
SHARE AUDIENCE %	6	6	5	6	7	5	6	6	6

## PBS

AVERAGE AUDIENCE	1.1	0.8	0.7	0.9	0.8	0.9	0.8	0.7	0.8
SHARE AUDIENCE %	4	3	3	3	3	3	2	2	2

## CABLE ORIG.

AVERAGE AUDIENCE	2.5	2.6	2.8	3.0	3.0	2.8	3.0	3.5	3.5
SHARE AUDIENCE %	10	10	10	10	10	9	9	11	11

## PAY SERVICES

AVERAGE AUDIENCE	1.1	1.2	1.3	1.2	1.2	1.1	1.0	1.0	1.0
SHARE AUDIENCE %	5	5	5	4	4	3	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	31.3	32.0	32.7	33.8	34.4	36.8	38.5	39.9	41.8	44.4	46.2	48.8	55.1	57.2	58.5	60.0

**ABC TV**

← GENERAL HOSPITAL →

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	7,640															
%	8.6	8.5	*		8.7	*										
%	27	27	*		26	*										
%	8.5	8.5	8.7		8.8											

ABC WORLD  
NEWS TONIGHT

9,890  
11.2  
19  
11.1 11.2

**CBS TV**← GUIDING LIGHT  
(PAE) →

(PAE)

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	5,620															
%	6.3	6.3	*		6.3	*										
%	20	20	*		19	*										
%	6.4	6.3	6.3		6.3											

CBS EVENING  
NEWS-RATHER

11,200  
12.6  
22  
12.7 12.5

**NBC TV**

← SANTA BARBARA →

(PAE)

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	4,570															
%	5.2	5.1	*		5.2	*										
%	16	16	*		16	*										
%	5.2	5.1	5.1		5.2											

NBC NIGHTLY  
NEWS

10,080  
11.4  
20  
11.3 11.5

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

7.1		8.0		9.5		10.9		11.9		12.8		15.2		16.6
22		24		27		28		28		27		27		28

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.0		2.1		2.3		2.8		2.9		3.1		3.1		3.7
6		6		7		7		7		7		6		6

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.7		0.8		1.1		1.2		1.2		1.2		1.3		1.5
2		2		3		3		3		3		2		3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.9		4.2		4.3		4.6		4.1		4.0		4.5		5.3
12		13		12		12		9		8		8		9

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.1		1.3		1.3		1.3		1.3		1.5		1.8		2.0
4		4		4		3		3		3		3		3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.3	8.5	10.1	11.7	13.7	16.4	19.3	22.0	24.7	26.2	27.3	28.2	29.2	30.2	30.3	31.0	30.7	31.4

### ABC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL NEW POUND HAPPYTOWN	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS	BUGS BUNNY & TWEETY SHOW
1,510	2,300	3,280	3,010	3,810	4,520
1.7	2.6	3.7	3.4	4.3	5.1
11	13	15	12	14	16
1.6	1.7	2.3	3.4	4.1	4.8

### CBS TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,680	3,190	3,990	4,610	5,850	4,160	3,810
1.9	3.6	4.5	5.2	6.6	4.7	4.3
13	17	18	19	22	15	14
1.6	2.2	3.2	4.4	6.4	4.7	4.3

### NBC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
3,190	4,250	5,580	6,110	5,490	5,760	4,780
3.6	4.8	6.3	6.9	6.2	6.5	5.4
24	23	25	25	21	21	17
3.2	4.1	6.1	6.9	6.2	6.3	5.7

### INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.6	3.2	3.9	4.4	4.4	5.6	6.4	6.6	7.7
33	29	26	21	17	20	22	21	25

### SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.8	0.9	1.1	1.4	1.0	1.5	1.4	1.5	2.5
10	8	7	7	4	5	5	5	8

### PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.3	0.4	0.4	0.7	1.0	0.9	1.1	1.5	1.5
4	4	3	3	4	3	4	5	5

### CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.6	1.9	2.2	2.7	3.8	4.3	4.4	4.8	5.4
20	17	15	13	15	15	15	16	17

### PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.8	1.0	1.5	2.3	2.6	2.7	2.2	2.1	2.2
10	9	10	11	10	10	7	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	31.8	31.9	31.3	31.8	31.1	31.7	32.2	32.9	32.3	32.0	31.1	31.3	32.0	33.3	33.1	34.1	34.8	35.4

### ABC TV

		FLINTSTONE KIDS		ANIMAL CRACK-UPS		HEALTH SHOW	(1)										PRO BOWLERS FOUR (3:00-4:30)	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	4,250		3,720		1,860		2,130									4,160	
SHARE AUDIENCE %	%	4.8		4.2		2.1		2.4									4.7	
AVG. AUD. BY 1/4 HR	%	15		13		7		8									13	
	%	5.0	4.7	4.2	4.3	2.3	1.9	2.3	2.5								3.9	4.6

### CBS TV

		DENNIS THE MENACE		TEEN WOLF		GALAXY HIGH SCHOOL											CBS NCAA BASKETBALL-SAT GEORGIA TECH VS N. CAROLINA	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,630		3,100		2,390					3,460							
SHARE AUDIENCE %	%	4.1		3.5		2.7					3.9	3.3 *					4.1 *	4.5 *
AVG. AUD. BY 1/4 HR	%	13		11		9					12	11 *					12 *	13 *
	%	4.0	4.3	3.5	3.6	2.7	2.7				3.1	3.5	3.7	3.8	4.0	4.2	4.7	4.3

### NBC TV

		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING											SENIOR SKINS GAME-SAT. (2:00-4:05)(PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,900		2,570		2,130					3,100							
SHARE AUDIENCE %	%	4.4		2.9		2.4					3.5	3.2 *					3.6 *	3.8 *
AVG. AUD. BY 1/4 HR	%	14		10		8					11	10 *					11 *	11 *
	%	4.5	4.3	2.9	3.0	2.4	2.4				3.2	3.1	3.3	3.6	3.6	3.7	3.6	3.9

### INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	8.7		8.8		9.8		8.9		9.5		9.8		10.3		10.0		10.4	
SHARE AUDIENCE %	27		28		31		27		30		31		32		30		30	

### SUPERSTATIONS

AVERAGE AUDIENCE	2.9		2.6		2.8		2.4		2.3		2.3		2.2		1.8		1.9	
SHARE AUDIENCE %	9		8		9		7		7		7		7		5		5	

### PBS

AVERAGE AUDIENCE	1.8		1.8		1.8		2.2		2.3		2.1		2.4		2.6		2.6	
SHARE AUDIENCE %	6		6		6		7		7		7		7		8		7	

### CABLE ORIG.

AVERAGE AUDIENCE	5.1		5.2		6.1		7.1		6.5		5.8		6.8		6.8		6.7	
SHARE AUDIENCE %	16		16		19		22		20		19		21		20		19	

### PAY SERVICES

AVERAGE AUDIENCE	2.1		1.9		1.7		2.3		2.8		3.0		2.4		2.8		3.0	
SHARE AUDIENCE %	7		6		5		7		9		10		7		8		9	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS, THE SECRET WORLD OF OG, PT 2, ABC, (1:00-1:30), (R)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	35.3	36.5	36.4	38.0	38.7	39.4	40.7	43.2	45.8	48.2	50.0	51.5						

# ABC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

PRO BOWLERS  
TOUR  
(3:00-4:30)

ABC WIDE WORLD-SPORTS SAT  
(4:30-6:01)

ABC WRLD NEWS  
TONIGHT-SAT  
(PAE)

		6,020																
	5.6	* 6.8		5.6	*		7.3	*		7.5	*							
	15	* 16		14	*		18	*		17	*							
	5.5	5.6	5.3	6.0	7.7	7.0	7.2	7.8	8.1									

# CBS TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

PHOENIX OPEN GOLF-SAT

CBS SAT. NEWS-  
SCHIEFFER

3,630																		
4.1	3.4	*		4.1	*		4.3	*		4.6	*							
11	9	*		11	*		11	*		11	*							
3.3	3.5	4.0	4.2	4.2	4.4	4.5	4.8											

# NBC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

NBC COLLEGE BSKBL SAT  
ILLINOIS VS ARIZONA  
(4:05-6:02)(PAE)

NBC NIGHTLY  
NEWS-SAT.

3,370																		
3.8	3.4	*		3.8	*		3.6	*		4.3	*							
10	9	*		10	*		9	*		10	*							
3.1	3.6	3.8	3.8	3.5	3.6	3.9	4.7	5.1										

# INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

11.1		12.6		12.8		13.5		13.6		15.1								
31		34		33		32		29		30								

# SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.6		3.4		3.2		3.3		3.5		4.2								
7		9		8		8		7		8								

# PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.6		2.5		2.9		3.0		2.6		2.9								
7		7		7		7		6		6								

# CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.4		6.8		7.3		7.8		8.2		7.7								
10		10		19		19		17		15								

# PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.2		2.1		2.4		2.5		2.3		2.9								
9		6		6		6		5		6								

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.9	6.6	8.0	9.9	12.0	14.3	16.7	18.9	21.4	23.9	24.9	26.1	26.9	27.8	28.7	29.3	29.4	30.9

### ABC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES  
(SUS)

SUNDAY MORNING

FACE THE  
NATION

### CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

3,720  
4.2  
17  
2.8

3.3 \*  
15 \*  
3.8

4.5 \*  
18 \*  
4.6

4.6 \*  
17 \*  
4.6

1,590  
1.8  
5  
1.9

1.7

### NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

1,420  
1.6  
9  
1.2

1.3 \*  
9 \*  
1.4

1.7 \*  
9 \*  
1.8

1.9 \*  
8 \*  
1.9

MEET THE PRESS

1,150  
1.3  
5  
1.3

1.3

### INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.0  
32

2.9  
33

4.5  
34

5.8  
33

7.3  
32

8.4  
33

8.9  
32

10.4  
36

10.9  
36

### SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.6 ^  
10 ^

1.0  
11

1.6  
12

2.3  
13

2.4  
11

2.9  
11

2.8  
10

3.5  
12

3.9  
13

### PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.2 ^  
3 ^

0.4 ^  
4 ^

1.1  
8

1.8  
10

2.5  
11

2.4  
9

2.3  
8

2.1  
7

1.7  
6

### CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3  
21

1.8  
20

2.8  
21

3.7  
21

4.0  
18

4.7  
18

5.9  
22

5.9  
20

6.4  
21

### PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.0  
16

1.1  
12

1.4  
11

1.7  
10

2.4  
11

2.5  
10

2.4  
9

2.8  
10

2.5  
8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	31.5	32.1	33.4	35.1	36.1	37.0	36.2	37.5	37.7	38.1	38.5	39.6	40.4	41.3	42.0	42.4	42.5	43.2

## ABC TV

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

ABC COLLEGE BSKTBL SPEC.  
NOTRE DAME VS KENTUCKY

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,660				1,060			3,540								
SHARE AUDIENCE	%	3.0	2.8 *		3.2 *	1.2			4.0	2.8 *		3.6 *		3.7 *		4.6 *	5.3 *
AVG. AUD. BY 1/4 HR	%	9	9 *		10 *	4			10	7 *		9 *		9 *		11 *	12 *
	%	2.8	2.8	3.1	3.3	1.2	1.2		2.8	2.8	3.3	3.9	3.7	3.7	4.4	4.8	5.1

## CBS TV

NBA ON CBS  
PHILADELPHIA VS BOSTON  
(12:00-2:31)(PAE)CBS NCAA BASKETBALL-SUN  
MICHIGAN VS SYRACUSE  
(2:31-4:31)(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	4,610										5,230					
SHARE AUDIENCE	%	5.2	3.7 *		5.2 *		5.9 *	6.0 *	6.0 *	6.0 *	5.3 *	5.9	5.4 *		5.9 *	5.7 *	
AVG. AUD. BY 1/4 HR	%	14	11 *		15 *		16 *	16 *	16 *	16 *	14 *	14	13 *		14 *	13 *	
	%	3.3	4.1	4.9	5.5	5.9	5.9	6.0	6.0	5.7	4.8	5.4	5.3	6.0	5.8	5.4	

## NBC TV

SPORTSWORLD(B)

SENIOR SKINS GAME-SUN.  
(1:30-4:05)(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,370						5,580									
SHARE AUDIENCE	%	3.8	2.6 *		4.0 *		4.9 *	6.3 *	5.3 *		5.8 *		6.6 *		6.8 *	7.1 *	
AVG. AUD. BY 1/4 HR	%	11	8 *		11 *		13 *	15 *	14 *		15 *		16 *		16 *	17 *	
	%	2.2	2.9	3.7	4.2	4.7	5.0	5.2	5.3	5.5	6.2	6.4	6.8	6.7	6.9	7.1	

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	11.7	11.6	12.6	13.2	13.7	12.6	13.2	13.1	13.5
SHARE AUDIENCE %	37	34	35	36	36	32	32	31	31

## SUPERSTATIONS

AVERAGE AUDIENCE	3.8	4.0	4.3	5.1	4.6	3.5	3.7	3.1	2.9
SHARE AUDIENCE %	12	12	12	14	12	9	9	7	7

## PBS

AVERAGE AUDIENCE	2.0	1.7	1.6	1.2	1.6	1.6	1.7	1.5	1.6
SHARE AUDIENCE %	6	5	4	3	4	4	4	4	4

## CABLE ORIG.

AVERAGE AUDIENCE	6.6	7.3	7.3	6.2	6.3	7.5	8.0	8.9	8.3
SHARE AUDIENCE %	21	21	20	17	17	19	20	21	19

## PAY SERVICES

AVERAGE AUDIENCE	3.0	3.1	2.3	2.4	3.2	3.5	3.4	2.6	2.4
SHARE AUDIENCE %	9	9	6	7	8	9	8	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	44.1	45.1	45.8	46.3	46.5	47.0	48.7	52.2	58.2	60.7	62.2	63.5

**ABC TV**

[illegible]

## CBS TV

[illegible]

**NBC TV**

AVERAGE AUDIENCE	{	5,230								4,520
(Hhlds 000) & %		5.9	6.8	*		6.7	*		5.1	* 5.1
% SHARE AUDIENCE		13	15	*		15	*		10	* 8
AVG. AUD. BY 1/4 HR	%	6.7	6.9	7.1		6.4	5.9	4.6	5.0	5.3 4.9    5.2

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.6	14.0	13.9	13.4	9.9	9.2
SHARE AUDIENCE %	28	30	30	27	17	15

## SUPERSTATIONS

AVERAGE AUDIENCE	2.9	3.5	3.6	3.6	2.3	2.1
SHARE AUDIENCE %	7	8	8	7	4	3

**PBS**

AVERAGE AUDIENCE	1.9	1.9	1.8	1.9	1.3	1.2
SHARE AUDIENCE %	4	4	4	4	2	2

**CABLE ORIG.**

AVERAGE AUDIENCE	7.4	6.9	6.2	6.0	4.1	3.6
SHARE AUDIENCE %	17	15	13	12	7	6

## PAY SERVICES

AVERAGE AUDIENCE	2.5	2.9	3.1	2.6	2.0	2.0
SHARE AUDIENCE %	6	6	7	5	3	3

U.S. TV HOUSEHOLDS:	88,600,000
---------------------	------------

- 1 SUPER BOWL XXXII KICKOFF 2: (PAE,ABC,(5:45-6:01),(S)  
2 SUPER BOWL XXXII KICKOFF 2: (PAE,ABC,(6:01-6:20),(S)  
3 SUPER BOWL XXXII GAME WASHINGTON VS DENVER, (PAE),ABC,(6:20-10:09),(S)  
4 CBS NCAA BASKETBALL-SUN,MICHIGAN VS SYRACUSE, (PAE),CBS,(2:31-4:31)  
5 CBS EVENING NEWS-SUNDAY,(6:07-6:15),(6:49-7:00),(CBS),CBS,

For explanation of symbols, See page B.

# Client Notice

March 2, 1988

## THE POCKETPIECE REPORT January 25-31, 1988

The following revised program audience estimates are the result of program lineup changes received from the network too late for inclusion in the above report.

59 &

### 60 PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 25-31, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEEN S		CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
DAY	TIME	DUR	NET #STNS	CYG%	TYPE	NO. OF T/C	AVG. AUD.	SH %	AVG. AUD.		TOT. WORK. PERS ING	W O M E N					M E N										TOT. TOT. MALE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
												WOM. 18+	18- 49	21- 24	25- 54	TOTAL	18- 24	18- 34	18- 49	21- 24	21- 49	25- 54	25- 64	35- 55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
WEEKEND DAYTIME SPORTS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													

Nielsen Television Index

NETWORK INFORMATION SERVICES





# 119 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

JAN.25-31,1988

DAY TIME  NETWORK    PROGRAM NAME		HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																			
			TOT. PERS  (2+)	W O M E N			M E N		T E E N S					C H I L D R E N								
				15-  24	18-  49	24-  TOTAL	15-  24	TOTAL	TOTAL MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 15- 17	TOTAL MALE 2- 11	FEM. 2- 11	TOT. 2- 5	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 8- 9-	TOT. 11		
SUNDAY MORNING																						
12.00-12.30PM C NBA ON CBS	TVU	34.2 3.7	20.2 2.0	15.5 1.0^	18.5 1.4	17.4 1.2	16.3 1.6^	22.0 2.8	18.9 2.6^	20.5 4.2^	17.3 .9v	22.7 3.3^	15.4 1.9^	21.1 1.6^	22.4 2.4^	19.9 .8v	24.0 2.0^	19.2 1.4^	20.0 1.8^	18.3 .8v	17.7 1.7^	20.7 1.0v
12.30- 1.00PM C NBA ON CBS	TVU	36.5 5.2	21.6 3.0	19.4 2.1^	20.2 1.9	18.9 2.0	18.7 3.2^	23.9 4.3	22.9 3.8	25.9 6.2^	19.9 1.2v	27.6 4.3^	18.4 3.3^	18.9 2.1	19.9 3.4^	17.9 .8v	21.0 2.6^	17.5 1.8^	18.6 2.9^	16.2 .6v	15.9 2.0^	19.1 1.6v
1.00- 1.30PM C NBA ON CBS	TVU	36.8 5.9	21.9 3.3	18.1 2.5^	20.8 2.2	19.5 2.2	20.0 5.7	24.5 5.1	20.7 3.9	24.5 6.7	16.8 1.0v	24.5 2.9^	17.1 4.8^	19.2 1.6^	19.1 2.8^	19.4 .5v	20.6 1.9^	19.3 1.5^	18.2 2.5^	18.3 .4v	17.5 1.9^	19.1 1.0v
1.30- 2.00PM C NBA ON CBS	TVU	37.9 6.0	22.7 3.4	18.2 1.7^	21.4 2.3	19.1 2.3	18.3 3.8	26.1 5.3	21.8 3.4	23.1 6.0^	20.5 .6v	25.6 3.3^	18.2 3.4^	18.5 1.8^	18.8 2.4^	18.1 1.0^	18.4 1.8^	18.5 1.7^	19.3 2.4^	17.7 1.0v	17.2 1.5^	19.8 1.9^

122 &

# 123 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

JAN.25-31,1988

DAY TIME  NETWORK    PROGRAM NAME		HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																		JAN. 23 31, 1968		
			TOT. PERS (2+)	WORK- ING WOM. 18+	W O M E N				M E N								T E E N S		CHLD TOT. 2- 11				
					18-	25-	18-	18-	18-	21-	21-	25-	25-	35-	TOT. 12-	MALE 12-							
																	TOTAL	49		21+	54	TOTAL	24
SUNDAY AFTERNOON																							
12.00-12.30PM C. NBA ON CBS		TVU	34.2 3.7	20.2 2.0	18.4 1.6^	18.5 1.4	17.4 1.2	18.7 1.3	18.0 1.3	22.0 2.8	16.9 1.1^	22.7 3.3	22.3 2.9	22.4 2.8	22.8 2.9	23.8 3.0	23.6 3.4	21.5 3.5	21.4 2.5	18.9 2.6^	20.5 4.2^	21.1 1.6^	
12.30- 1.00PM C. NBA ON CBS		TVU	36.5 5.2	21.6 3.0	20.1 2.1	20.2 1.9	18.9 2.0	20.2 1.8	19.1 1.9	23.9 4.3	18.9 2.4^	24.3 5.4	23.7 4.6	24.4 4.4	24.4 4.7	24.7 4.8	25.1 5.2	25.4 5.3	24.3 3.7	22.9 3.8	25.9 6.2^	18.9 2.1	
1.00- 1.30PM C. NBA ON CBS		TVU	36.8 5.9	21.9 3.3	20.1 2.3	20.8 2.2	19.5 2.2	20.8 2.0	19.9 2.0	24.5 5.1	20.2 4.7^	24.4 6.5	24.2 5.4	25.0 5.1	25.0 5.5	25.2 5.5	25.4 5.6	25.5 5.6	24.1 3.9	24.6 4.1	20.7 3.9	24.5 6.7	19.2 1.6^
1.30- 2.00PM C. NBA ON CBS		TVU	37.9 6.0	22.7 3.4	19.3 2.2	21.4 2.3	19.1 2.3	21.4 2.3	20.0 2.4	26.1 5.3	18.4 2.8^	23.9 5.4	24.5 5.2	26.7 5.5	25.3 5.5	25.9 5.6	26.3 5.9	26.8 6.0	26.5 5.0	29.0 5.2	21.8 3.4	23.1 6.0^	18.5 1.8^
2.00- 2.30PM C. NBA ON CBS		TVU	39.0 5.3	23.6 3.1	20.5 2.2	22.0 2.2	20.2 2.3	22.0 2.2	20.5 2.4	28.0 4.6	18.9 1.9^	25.4 4.8	25.9 4.4	28.7 4.8	26.7 4.6	27.9 4.9	28.0 5.1	29.2 5.4	29.0 4.5	30.8 4.4	21.1 3.2	20.8 4.4^	18.9 2.0
2.30- 3.00PM C. CBS NCAA BASKETBALL-SUN		TVU	40.8 5.4	25.1 3.0	22.2 2.5	23.7 2.3	22.1 2.4	23.8 2.3	22.1 2.4	29.1 4.3	19.5 1.9^	27.4 5.1	27.0 4.5	29.9 4.4	27.9 4.8	29.2 4.9	29.2 5.3	30.6 5.4	29.8 3.8	31.5 3.2	22.9 2.9^	23.7 5.0^	20.1 1.7^
3.00- 3.30PM C. CBS NCAA BASKETBALL-SUN		TVU	42.2 5.9	26.2 3.4	23.5 2.6	24.9 2.4	23.9 2.9	24.9 2.3	23.5 2.7	30.7 4.9	21.2 3.0^	30.0 6.3	29.0 5.5	31.2 5.1	29.6 5.9	30.5 5.7	31.3 6.2	32.2 5.9	30.5 4.0	33.0 3.6	23.9 4.2	25.2 6.1^	20.2 2.0
3.30- 4.00PM C. CBS NCAA BASKETBALL-SUN		TVU	42.9 5.7	27.2 3.4	25.0 2.6	26.0 2.2	24.6 2.8	26.1 2.1	24.7 2.6	31.9 4.9	22.3 2.9^	31.1 6.2	30.2 5.7	32.2 5.0	30.6 5.8	31.9 5.6	32.6 6.5	33.8 6.2	32.0 4.3	33.3 3.3	24.5 4.2	23.9 4.7^	20.3 2.0
4.00- 4.30PM C. CBS NCAA BASKETBALL-SUN		TVU	44.6 6.8	29.2 4.0	26.7 3.3	27.8 2.6	26.2 3.0	27.9 2.5	26.4 3.0	35.2 6.2	24.7 4.4^	33.3 6.9	32.8 6.6	35.7 6.2	33.3 6.7	35.2 6.7	35.1 7.3	37.1 7.2	36.3 6.0	37.3 4.9	25.9 4.2	25.3 5.0^	20.1 2.3
4.30- 5.00PM C. CBS NCAA BASKETBALL-SUN		TVU	46.0 5.3	30.4 3.1	27.5 3.1	29.3 2.2	27.3 2.4	29.5 2.2	28.0 2.6	36.2 4.7	25.7 1.9^	34.0 4.9	33.0 5.0	36.9 4.9	33.7 5.3	36.0 5.4	35.2 5.9	37.7 6.0	37.0 5.1	39.0 3.4	26.8 2.5^	26.4 2.7^	21.4 1.7^
5.00- 5.30PM		TVU	46.8	32.5	30.0	31.2	29.2	31.5	30.3	38.6	27.4	36.2	35.9	39.4	36.9	38.7	38.4	40.4	39.7	41.1	29.9	30.6	22.6
5.30- 6.00PM		TVU	50.4	36.1	33.1	34.9	32.0	35.1	33.6	42.8	29.6	39.0	39.4	43.9	40.7	42.4	42.3	44.1	44.1	48.0	32.1	33.5	25.4